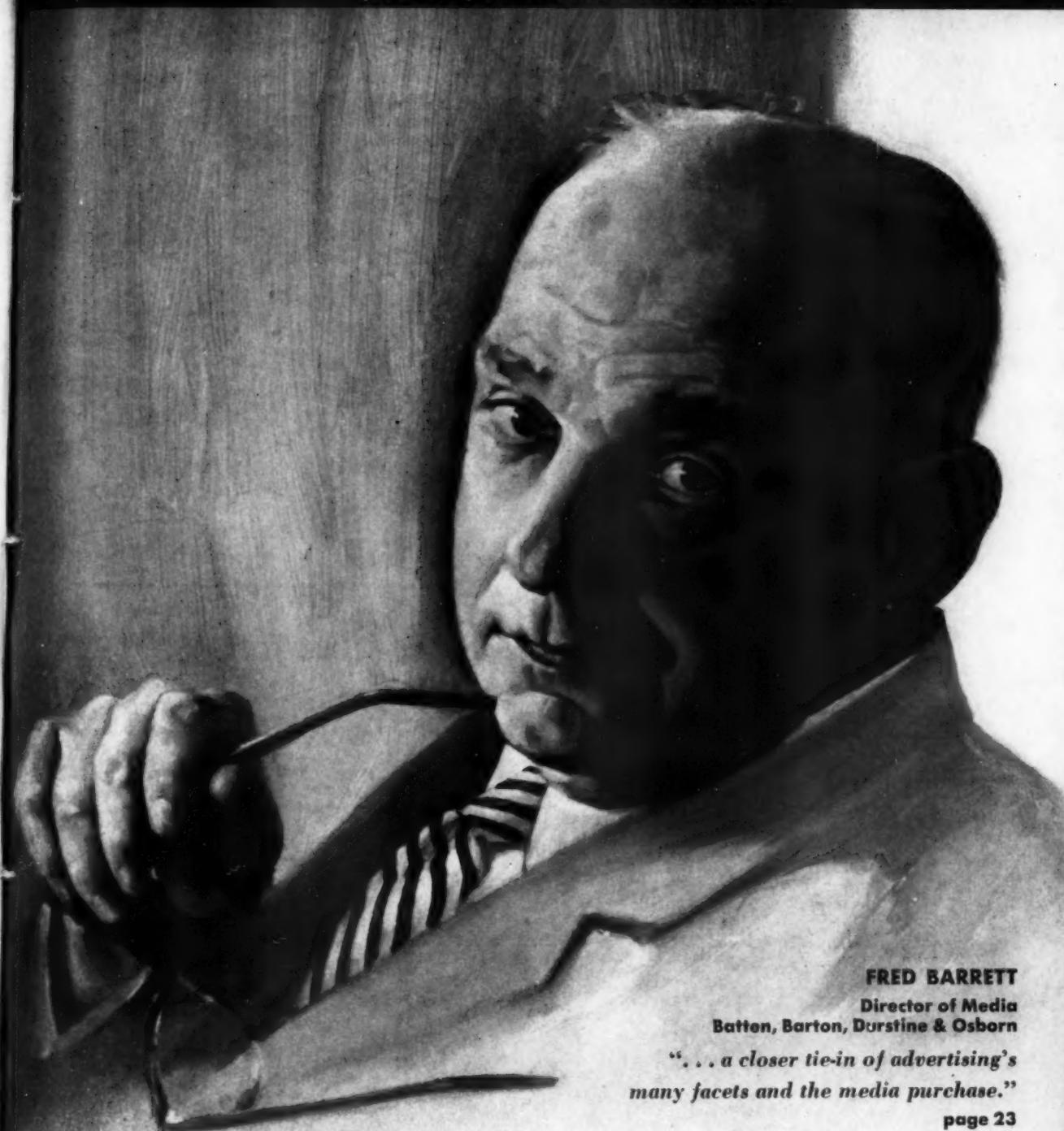


MediaScope

April 1958
50 cents

published by Standard Rate & Data Service, Inc.



FRED BARRETT

Director of Media
Batten, Barton, Durstine & Osborn

*"... a closer tie-in of advertising's
many facets and the media purchase."*

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REDBOOK ZOOMS TO

52 in a row!

During February,

Redbook's circulation soared to 2,725,000 *!

That makes it the second biggest issue in Redbook history,
and the fifty-second consecutive issue to score a
circulation gain over the same month of the previous year.

Already exceeding its new guarantee of 2,600,000,

Redbook is more than ever the magazine
that Young Adults need, read and heed.

Get growing with Redbook!

Redbook

**THE MAGAZINE
THAT SELLS YOUNG ADULTS...
THE NEW STATION WAGON SET**

*publisher's estimate

MEMO TO MEDIA:

What Are The Titles
of the Media-Buying Function?

The function of buying advertising is not confined to any one group of individuals by titles even though you may be sure that "media buyers" are involved a little bit, or a lot, depending on their ability, their experience and the companies for which they work.

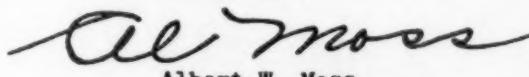
No, the function of buying advertising is not confined but is rather to be found at all levels wherever men and women are responsible for the important act of deciding where and how an advertising appropriation is to be spent.

Here are some of the titles in United States and Canadian Agencies important to sellers of time and space. These particular people have at least two things in common: (1) each is a subscriber to Media/scope; (2) each buys or influences the buying of advertising where many agency people with the same titles do not:

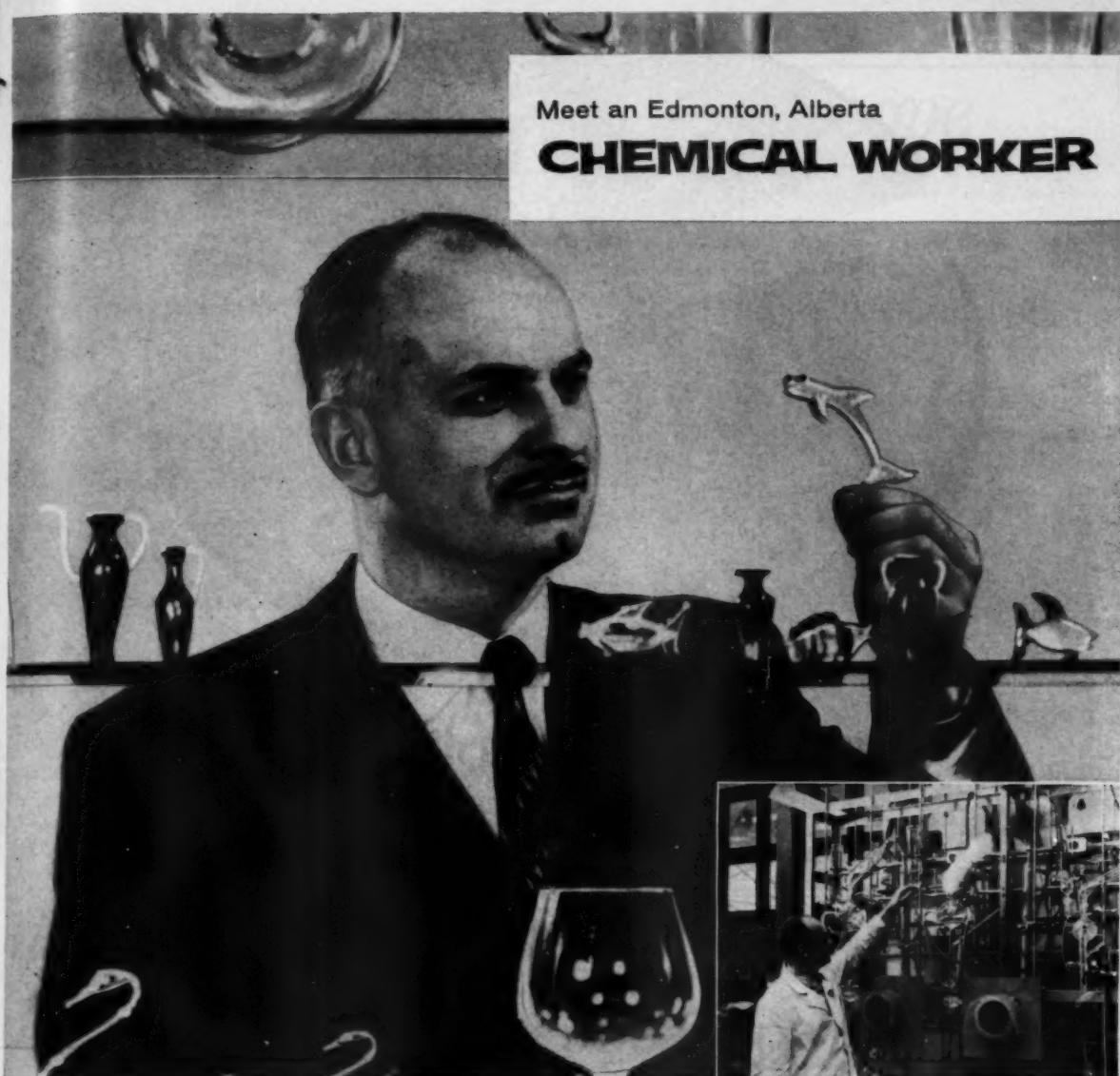
President/Proprietor/Owner/Partner/Principal/Director/
Executive Vice-President/Secretary-Treasurer/Secretary/
Assistant Treasurer/Senior Vice-President/Vice-
President/Vice-President & General Manager/Vice-
President & Media Director/Vice-President in Charge of
Marketing/Vice-President & New York Media Director/
General Manager & Account Executive/Account Representa-
tive/Client Contact/Account Group Supervisor/Media
Group Supervisor/Media Manager & Account Executive/
Account Media Supervisor/Media Supervisor/Associate
Media Group Supervisor/Associate Media Supervisor/Media
Director/Director of Media & Research/Director of
Market Research/Director of Media & Marketing/Assist-
ant Director of Research & Marketing/Supervisor of
Media/Associate Media Director/Assistant Media
Director/Media Analyst/Media Reference Secretary/
Director of Media Relations/Media Manager/Manager of
Media Research/Marketing Service Division/Research
Director/Research Manager/Media Buyer/Time Buyer/Space
Buyer/Print Buyer/Assistant Buyers/Estimators.

That's only part of the story. Next month we will bring you the titles of advertiser-personnel subscribers to Media/scope whose work and direct interest involve the buying of space and time.

Cordially,



Albert W. Moss
Advertising Director



Meet an Edmonton, Alberta
CHEMICAL WORKER

CZELAW DEMINET's hobby is glass-blowing. His full-time occupation is that of a research worker at the Canadian Chemical Company Ltd., one of the many industries that employs thousands of industrial workers in the lucrative market of Edmonton.

Look at the facts:

- The opening of the Simpsons-Sears Ltd. departmental store has added more than one million dollars to Edmonton's yearly payroll.
- Plans have been released for a multi-million dollar expansion program for the University of Alberta to meet the fast-rising rate of enrolment. During the current fiscal year 5½ million dollars will be allocated toward the program, while total expenditure is expected to reach 10 million dollars at completion.
- The official opening of the 640 mile multi-million dollar Westcoast Transmission natural gas pipeline has unloaded

the gas-rich Peace River area giving tremendous stimulus to exploration for gas and oil in Northern Alberta.

- A 16 storey hotel with the first five floors providing parking space for 550 cars, is currently under construction in downtown Edmonton at a cost of over \$5,000,000.00. The combination hotel-parkade will be the first of its type in North America.

These facts are proof of the rapidly increasing prosperity in Edmonton. Retail sales for 1956 totalled over \$271 million—per family income was \$5,206.00.*

To sell Edmonton you must use The Edmonton Journal . . . daily circulation is now in excess of 100,000, including over 100% coverage of Metropolitan Edmonton's households.

FREE MARKET INFORMATION

Ask your Southam representative for a free booklet featuring complete, up-to-date information on Edmonton.

*Sales Management, 1957 Edition.



IN CANADA YOU GET ACTION WHEN YOU ADVERTISE IN

THE SOUTHAM NEWSPAPERS

OTTAWA Citizen HAMILTON Spectator NORTH BAY Nugget WINNIPEG Tribune
MEDICINE HAT News CALGARY Herald EDMONTON Journal VANCOUVER Province*

*Published for Pacific Press Ltd.

TORONTO—The Southam Newspapers, 388 Yonge St., K. L. Bower, Manager

MONTRÉAL—The Southam Newspapers, 1070 Steury St., J. C. McCague, Manager

GREAT BRITAIN—F. A. Smyth, 34-40 Ludgate Hill, London E.C. 4, England

UNITED STATES—Cresmer & Woodward Inc. (Can. Div.), New York, Detroit, Chicago, San Francisco, Los Angeles, Atlanta



**38¢ out of every dollar spent
on consumer goods and services
is spent by households that read
an average issue of **LIFE****

LIFE gives an advertiser a vast and responsive market every week. The average issue of **LIFE** is read by 15,320,000 households—31% of all U. S. households. And these 31% buy 38% of all consumer goods and services.

What a market. And what a selling opportunity, when you know for certain that you can reach 38¢ out of every U. S. consumer dollar spent.

These newly released figures from **LIFE's Study of Consumer Expenditures** reaffirm what **LIFE** ad-

vertisers already know: that all across the country, people who read **LIFE** are the people who are receptive to selling messages . . . the people who actually do the better-than-average purchasing.

No wonder in 1957 advertisers invested \$47 million more in **LIFE** than in the next leading magazine.

No wonder advertising appearing in **LIFE** is the advertising most often used by retailers for store tie-in displays . . . by actual count, far more than that in any other magazine.

ONLY **LIFE gives you
so much marketing information...so swiftly, so surely**

Sources: **LIFE's Study of Consumer Expenditures**, an analysis of \$200 billion of the \$265 billion spent by U. S. households for consumer goods and services in 1956.

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Media/Scope

published by Standard Rate & Data Service

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COVER:

Fred Barrett, director of media, Batten, Barton, Durstine & Osborn, New York. Oil painting by Merlin Enabnit.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 1740 Ridge Ave., Evanston, Ill. Printed in U.S.A. Accepted as controlled circulation publication at Lafayette, Ind. Copyright 1958 by Standard Rate & Data Service, Inc. Subscription rates: U.S. and Possessions and Canada, \$3 a year, \$5 two years, \$7 three years. All other countries, \$6 a year. Change of mailing address must be received by the Circulation Department four weeks in advance of publication date.

Show Your Client How To Spark Construction Sales On a Realistic Budget

Here's a real answer to your client's need for maximum-impression advertising in construction, right now, in time to spur sales this season.

If your construction client wants to go all out for sales right now, but is balking at the high cost of inserts and multiple pages, you have the answer for him in Contractors and Engineers' 11 x 15 IMPACT PAGE.

This is the biggest single-page space unit in construction advertising. It gives you twice the area of a 7 x 10, but the space costs only slightly over 1.5 times as much as a 7 x 10! There is absolutely no added cost or extra production work involved.

To be in the next issue of Contractors and Engineers with an IMPACT PAGE ad just send us any current 7 x 10 or 7 x 10 bleed (in 1 or 2 colors) and our engraver will make the large IMPACT PAGE plate at no cost to you.

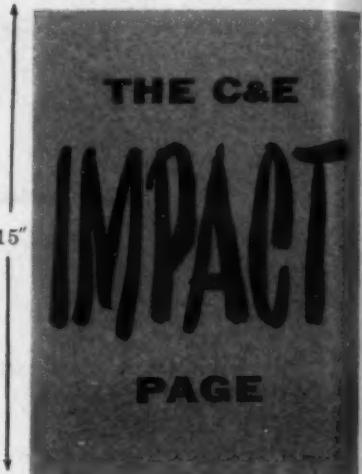
And here's more value. The plate becomes your property to use for economically-produced direct-mail reprints, or point-of-sale dealer counter display posters.

Enlarged to 11 x 15, your ad would be in the same

IMPACT PAGE size that Athey, Clark, Gradall, Hough, Marlow, Worthington — and many other major construction advertisers — have been using for some time with marked success. This vigorous, dramatic brand of high-IMPACT advertising has spurred readership, inquiries, sales, and dealer activity.

These sales-stimulating results occur because all the attention-getting qualities of a good 7 x 10 ad are multiplied when expanded to C&E's 11 x 15 IMPACT PAGE size. Illustrations become big enough to do justice to the power of construction machinery shown in action. Headlines can be so big that they not only tell a message, but act as an attention holder. Bigger type in the body of the ad gets busy contractors to read deeper into the full sales story. Bigger, easy-to-fill-in coupons bring a better response.

Reserve IMPACT PAGE space now for the most active months of the construction season just ahead. If you'd like to see some examples of IMPACT ADS, write, phone, or wire any of our offices collect. Or just thumb through the first copy of Contractors and Engineers to reach your desk. (We'll be glad to send you a copy.) Any 11 x 15 ad you come to will be an outstanding example of IMPACT in advertising.



Contractors and Engineers

A BUTTENHEIM PUBLICATION

B-204

470 Fourth Avenue, New York 16, N. Y. • MURRAY HILL 5-9250

Chicago 6, Illinois
2100 Daily News Bldg.
Financial 6-4611

Detroit 30, Mich.
808 Neff Road, Grosse Pointe
Tuxedo 1-6190

Cleveland 14, Ohio
204 The Arcade
CHerry 1-1755

Lookout Mountain, Tennessee
121 North Hermitage
Taylor 1-2853

Los Angeles 27, Calif.
1870 Hillhurst Avenue
Normandy 5-5143

Media/scape, April 1958

MED
Serving

PUBL
Walter

EDITC

Roger
Harold
Ephraim
George
Floren
Edith
Ann M
Lincol
Dr. H
Mar
Harry

BUS

Albert
New
Thomas
Eas
Leona
Joseph
EVANS
William
We
Theodo
Warren
Dis
Los A
Don D
Pac
George
A. G.
Bernard
Dorot
Ad

EXCE
Walt
C. La
Albert
Ex
E. L.
Frank
John

EDI
BUS
PUBL
1740
EV
HO
MAIL
420
N
M
PAC
Don
1709
L
D

MEDIA/SCOPE

Serving the media-buying function

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Walter E. Botthof

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Harold E. Green, *Executive Editor*
Ephraim A. Lewis, *Associate Editor*
George A. Swinhelm, *Associate Editor*
Florence W. Horstman,
Editorial Associate
Ann Maher, *Editorial Assistant*
Lincoln W. Mott, *Art Director*
Dr. H. P. Alspaugh,
Marketing Consultant
Harry J. Johnson, *Research Consultant*

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Eastern Advertising Manager
Leonard T. Giarraputo, *District Manager*
Joseph M. Dunn Jr., *District Manager*
EVANSTON—
William B. Birdsell,
Western Advertising Manager
Theodore B. Brekin, *District Manager*
Warren A. Daniels, Jr.,
District Manager
LOS ANGELES—
Don Harway & Co.,
Pacific Coast Representative
George J. Heitz, *Promotion Manager*
A. G. Gibbs, *Circulation Director*
Bernard F. Kroeger, *Circulation Manager*
Dorothy Vaaler,
Advertising Production Manager

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Albert W. Moas,
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E. L. Botthof, *Secretary*
Frank J. Ceithaml, *Vice President*
John F. Klatt, *Executive Manager*

EDITORIAL AND BUSINESS OFFICES

PUBLISHING & EXECUTIVE OFFICE
1740 Ridge Avenue
Evanston, Illinois
Hollycourt 5-2400
MAIN EDITORIAL & SALES OFFICE
420 Lexington Avenue
New York 17, New York
Murray Hill 9-6620
PACIFIC COAST OFFICE
Don Harway & Co.
1709 W. Eighth St.
Los Angeles 17, Calif.
Dunkirk 2-8576



Efficiency in Media-buying

The many commendatory letters received by the Editor in recent months on article after article are gratifying testimony to the faithful fulfillment of **MEDIA/SCOPE's** avowed editorial policy. They confirm the practical need for a publication whose entire contents are devoted to the broadest possible areas of the media-buying function. Both staff-written and contributed articles have brought letters and comments of high praise. They justify and reaffirm the well-considered conclusion that the field it proposed to cover was not and could not be adequately treated in existing publications with broad appeal.

The events and progress in advertising practices, which history records, have themselves shaped the destiny of a publication dedicated to the specialized interests of men and women whose talents find expression in and contribute substantially toward advertising's success.

That the importance of the media-buying function is recognized for what it is, is attested by the caliber of personnel discharging the duties of this office. Though unable to make comparisons, it is doubly safe to say that today's advertising dollar brings an infinitely greater return to the advertiser than was possible 50, 25—yes, even 10 years ago.

To be sure, not only the function of media-buying in advertising practice has advanced, but who is there to say that the science of evaluating markets under a variety of circumstances, selecting the right media, weighing the quantitative and qualitative factors, determining the limitations of minimum and maximum returns had not been overlooked or consciously neglected in the concentrated effort to improve other phases of the business.

It shall be **MEDIA/SCOPE's** purpose to continue to assist its readers to achieve ever higher standards of efficiency in the performances of their tasks.

The knowledge that so many readers of **MEDIA/SCOPE** are finding its editorial contents interesting and helpful is not only reassuring, but also a challenge to provide the most vigorous and stimulating forum of which a thoroughly devoted editorial staff is capable.

Our Best Friend
is Advertising Sales

On a custom order
anywhere in the world

IN THOSE MARKETS WHERE THE
THREE NETWORKS COMPETE DIRECTLY

NBC IS NOW NUMBER 1



At the peak of the current season, and during those hours when most Americans are watching television, the competitive superiority of NBC programs has been decisively confirmed. Both Trendex* and Nielsen Multi-Network Area† reports, which measure program popularity in major markets where the three networks directly compete, establish that NBC's nighttime programs are now Number 1 in viewer preference.

*The March Trendex report, for example, reveals that NBC leads the second network by 10% and the third network by 37%.**

*In terms of half-hour nighttime wins, NBC captures 18, while the second network leads in 14 and the third network in 10.**

In just one year, NBC has increased its nighttime audience by 22%, while the second network has declined 18%.* This represents the greatest one-year audience shift in television's first decade and provides dramatic confirmation that

the most popular programs in all television are on the

NBC TELEVISION NETWORK

AT NIGHT

*March Trendex, Sun-Sat 7:30-10:30 PM

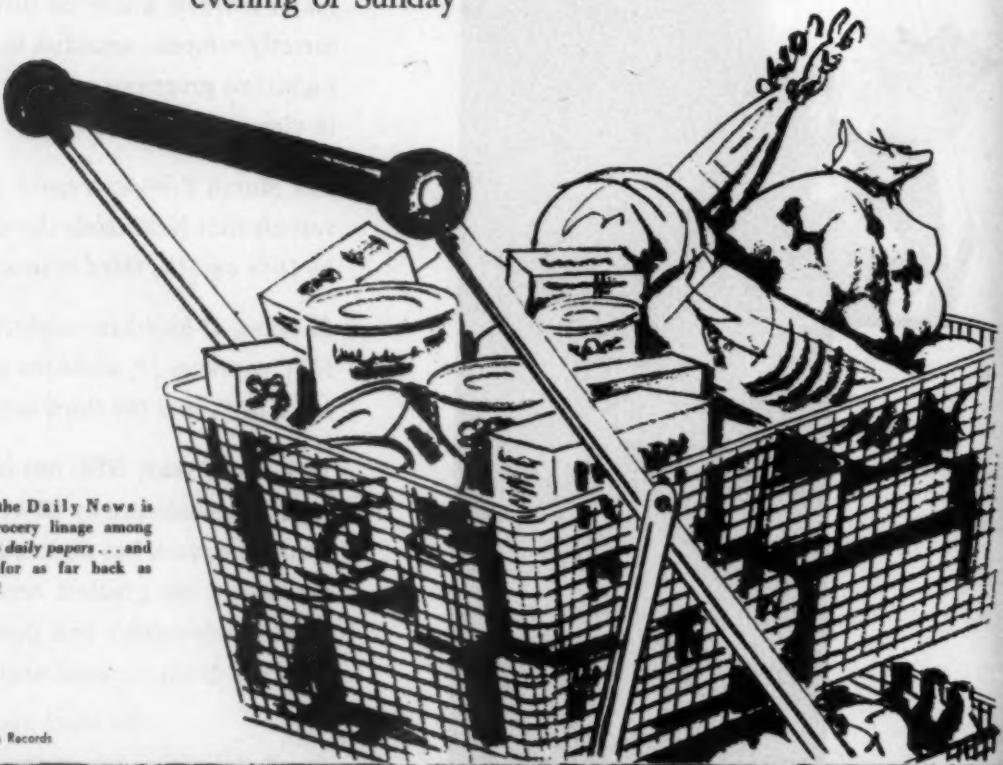
†Nielsen Multi-Network Area Report,

Feb. I '58

Power...to get action...
to move people...to sell goods

THE CHICAGO DAILY NEWS

is first in total grocery lineage
among all newspapers in the
United States, morning,
evening or Sunday*



* Of course the Daily News is
first in grocery lineage among
all Chicago daily papers... and
has been for as far back as
records go!

Source: Media Records

**USE THE POWER OF THE "NEWS"
IN CHICAGO**

Scope on Media

A LOOK AROUND AND A LOOK AHEAD

Outdoor and the New Highways

As expected, the controversy over banning outdoor paint and poster locations on the proposed National System of Defense and Interstate Highways has flared up again in the current session of Congress.

The issue is every bit as serious—both economically and esthetically—this year as it was last session when the Neuberger control bill (which called for extra Federal payments to states willing to control outdoor advertising on their portion of the highway network) was killed in committee. But somehow the arguments advanced by both pro-control and anti-control interests seem a good deal less weighty this time around.

New York's Governor Averell Harriman, for example, writes in the March 6 *Reporter* that banning billboards along the new system "could scarcely be called a heavy blow to the advertising industry. There was 3.4 million miles of streets and roads in the nation . . . The interstate system will add a mere 1.2 per cent to the total mileage. Moreover, the small business such as motels and restaurants that use billboards to advertise their whereabouts can do so at the exits, which are the only points where travelers can turn off the highways anyway."

Gov. Harriman makes two unjustifiable assumptions. First, while the highway system will add only 1.2 per cent to this country's road mileage, this does not mean that it will account for only 1.2 per cent of the traffic. The standardized outdoor medium depends primarily on high-traffic locations, and the super-highway system will funnel off a substantial portion of the traffic from other arteries.

Second, the governor makes the common error of confusing signs for hamburger stands with organized outdoor advertising.

Actually, on limited access highways, retail signs, and point-of-sale posters are not a problem, nor is the so-called "billboard lobby" concerned with them. The standardized outdoor medium is interested in gaining access to the new highway network for the purpose of advertising national or regional branded products. The proximity to retail outlets for these products is not in this case a major consideration.

Moreover, effective exposure on high-speed roads cannot be accomplished by bunching locations together. There must be adequate spacing.

As for the argument that billboards constitute a safety hazard because they distract drivers from the road, there is no evidence that this is so.

On the other side of the fence, there is also no evidence for the statement that unrelieved scenery puts

drivers to sleep, and that billboards provide a needed stimulant.

As a matter of fact, most of the arguments advanced by the organized outdoor industry are on a similar level. Testifying before the Senate Public Works committee last month, Harley B. Markham, past president of Outdoor Advertising Association, said that a control bill, "instead of fostering the growth of our economy, would retard it by forbidding an important means of communication to business and industry." This is an overstatement. Similarly, John D. Sullivan, counsel for the Advertising Federation of America, declared the only reason for control is esthetic (and therefore unjustified).

Nor especially sound is the argument that control of outdoor is discriminatory because any such control would permit businesses along the right of way to erect signs for activities carried on on the premises. Discrimination exists when two enterprises are in competition. Ford does not compete in any reasonable sense with a roadside stand.

The control of outdoor advertising along the new highway network may be a foreboding encroachment of federal power on advertising media, but it is not illegal or discriminatory.

Postal Rates and Magazines

We recommend to all buyers of media a very attractive booklet published by the Magazine Publishers Association, which for the first time sets down the magazine industry's reasoned position on the projected increase in second class postal rates.

The booklet, which has been distributed to every member of Congress, as well as to several thousand influential people throughout the country, appears to be based on Time, Incorporated's excellent presentation before the House Post Office and Civil Service committee last spring. The basic thesis is that the Post Office is essentially a public service, and that the huge postal deficits attributed to magazines are largely the result of improper accounting methods.

The magazines' cases (while perhaps a little overstated) is convincing. More important, it is distinctly relevant to buyers of media.

In 1956, the average profit for 35 publishers of 124 magazines reporting to MPA was 2.7 per cent of revenue. Any businessman will realize that this kind of margin on a product as volatile as a magazine is dangerously low. Moreover, 1957 shows no improvement. Time, Incorporated's profit margin shrank from 5.6 per cent in 1956 to 4.7 per cent in 1957. Curtis dropped from 3.3 per cent to 3 per cent; Meredith from 8.4 to 7.6 per cent. Condé-Nast went deeper into the red (its net loss represented 8.1

per cent of revenue in 1957 as opposed to 7.7 per cent in 1956).

McCall Corporation succeeded in raising its profit margin only fractionally last year: from 1.1 per cent to 1.4 per cent. The same is true of Macfadden (from 3.4 per cent to 3.9 per cent).

It's obvious that any substantial increase in postal charges to magazines which circulate primarily by mail will seriously affect profit potential. The alternatives to operating at a loss are these:

- Cut costs. Publishers have found that there are sharply defined limits to cost savings. The bulk of magazine costs are in the area of circulation fulfillment, which is exactly where an increase in postal rates pinches. The recent announcement by the Audit Bureau of Circulations that its experiment in subscription sampling at the *Reader's Digest* has been a success indicates the lengths to which magazines are willing to go in order to hold down costs. The reason for the ABC experiment is the enormous expense of maintaining active files on all subscription orders. Under the sampling system, the *Digest* will be able to realize substantial savings in clerical personnel and storage space. But obviously this kind of cost control will make a very small dent in the constantly expanding costs of publishing.
- The second alternative is to increase rates to advertisers. As a general rule, this has been happening. Cost-per-thousand circulation per page of advertising has steadily increased over the years. And it is certainly to the interest of buyers of media to support any measure which will ease the pressure on page rates.

There is, for the record, still another alternative open to magazine publishers. In a very entertaining speech last month before the Association of Publication Production Managers, Stephen B. Botsford, president of *The New Yorker*, blasted the high pressure circulation tactics of the mass-circulation magazines. He admitted in mock distress that *The New Yorker* spent as much as \$125 in circulation promotion during the first six months of 1957. And yet, he said, the magazine is able to turn a profit.

The attitude of *The New Yorker* (as well as a number of outside observers) toward the magazine circulation race is well known. Financial ills of the magazine business are attributed to the enormous strain of maintaining a constantly growing circulation running into the millions of copies. A subsidiary evil is the high cost of selling advertising in magazines with very high page rates.

It is true, of course, that *The New Yorker*, without any circulation promotion to speak of, boasts a 10.3 per cent profit margin, tops among publishers whose financial figures are public knowledge. It is also true that *Cosmopolitan*, which eliminated circulation pressure in 1953, is said to be a profitable magazine. But it is also true that Condé-Nast, which has never tried to force the circulation of its magazines, is in a poor financial position.

The plain fact is that many publishers can no longer reverse themselves and return to small size. They are committed to mammoth circulations, and advertisers benefit from the exposure these circulations offer.

At the same time, it is only common sense for advertisers to oppose any move, such as an unreasonable postal rate increase, which will make the exposure more expensive.

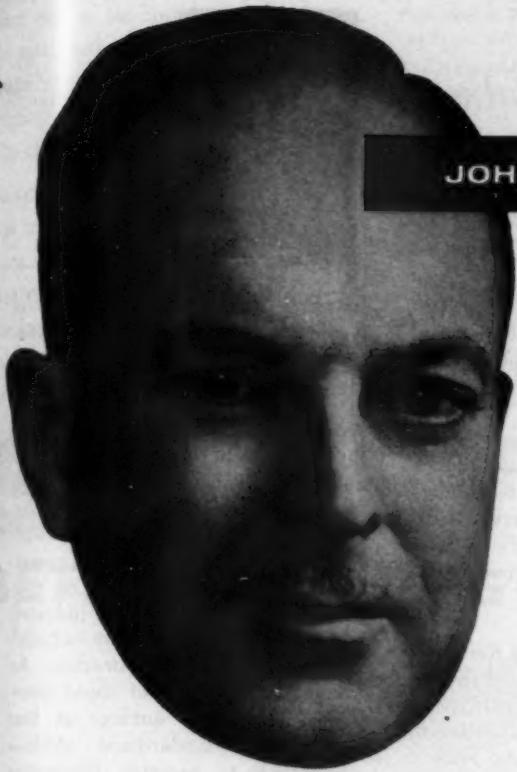
Product Improvement

The present business set-back means that advertisers are called upon to do a better job of product improvement and a better job of persuasion, according to Melvin Brorby, chairman of the board of AAAA, in a recent address in Chicago. "If these two forces are wisely employed, there is little chance of a sharp drop in consumer buying, because the consumer still has money," he declared.

Urging that advertisers and agencies build up believability and confidence in all advertising, he asserted that "We can only do this by steadily improving our creative output. Advertisements and commercials that are too dull or too loud or too aggressive or too utterly unbelievable do the whole business of advertising harm."

However, the subject of product improvement is not something that concerns only advertisers and agencies. It also concerns media. This was recognized by the head of another association, William K. Beard, president of Associated Business Publications, in an address in San Francisco. Speaking of the business press, he said: "We have progressed because we are progressive." He mentioned that advertising volume has increased from \$64 million in 1940 to \$530 million in 1957. He maintained: "If you want to see a physical, tangible, almost dramatic demonstration of progressiveness, just compare the current issue of a good, wide-awake paper with an issue of 5-10-15 years ago."

Other media are also constantly improving; they are continually introspective, experimental, alert to the changing tastes and interests of their audiences. With advertisers, agencies, media all vitally concerned with product improvement, we have the best present formula for the continuance of our industrial prosperity. ■



JOHN W. DE WOLF HAD TO KNOW:

“What effect
does the time interval
between repeat ads
have on
readership?”

*John W. DeWolf,
Vice President and Director of Research,
G. M. Basford Company

McGraw-Hill Research had the answer

According to John DeWolf, one of the most frequently asked questions in preparing budgets and advertising schedules is: "What is the optimum time interval between repeat ads in business magazines?" McGraw-Hill's Laboratory of Advertising Performance supplied this information:

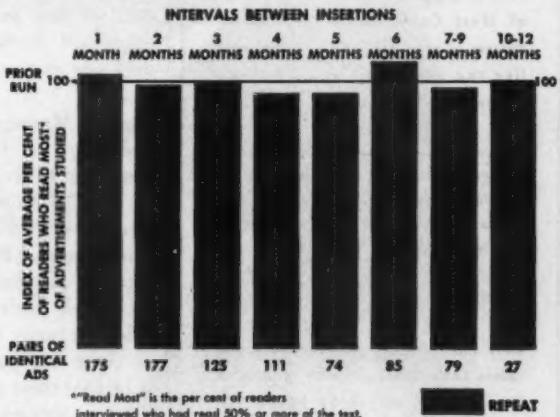
A. Ads repeated at intervals of one month to a year showed no significant gain or loss in readership scores. Differences in time intervals between ads is not reflected in readership scores.

B. An advertisement, when repeated, is seen and read by at least an equal number of new readers or readers who do not recall seeing it before. This holds true regardless of frequency of insertion.

Studies such as these are a continuing project at McGraw-Hill. They are designed to provide a better understanding of how good advertising in good business magazines helps create more sales.

Your advertising, concentrated in one or more of the McGraw-Hill magazines serving your major markets, is one of your most effective sales stimulants.

ADS REPEATED AT INTERVALS: INDEX OF "READ MOST" READERSHIP SCORES



From Laboratory of Advertising Performance Sheet 3042.1: Readership scores were derived from 853 pairs of repeat ads in 32 issues of two leading industrial magazines for the period between January 1950 and August 1952. Note that "read most" varies no more than 6 percentage points at any time during the twelve-month period. For your copy of Laboratory Sheets covering repeat advertising, contact your McGraw-Hill office.



McGraw-Hill Publications

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42ND STREET, NEW YORK 36, N.Y.

Media/Scope, April 1958



Lloyd Prosser Knows

He's Seen the Long Beach Market



Media Director, Batten, Batten,
Durstine & Osborn, Inc. — San Francisco

A tour of the Long Beach part of the Los Angeles-Long Beach Metropolitan area was recently made by a number of West Coast media men. Lloyd Prosser is one who was a visitor and like the others, he was much impressed by what he saw.

He says: "The *Independent, Press-Telegram* should be considered a "must" along with other top metropolitan newspapers for advertising products that are marketed in the Los Angeles-Long Beach Metropolitan Area."

Only the *Independent, Press-Telegram* covers Long Beach... with readers in more than 7 out of 10 homes. No other daily newspaper reaches even 1 out of 10.

Independent
Press-Telegram

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented Nationally

by

RIDDER-JOHNS, INC.

Trade Talk



Dave Wasko

Smart Switch . . . When Dick Babcock, president of *Farm Journal*, announced his book's reduced rate and circulation guarantee, it was an indication that here was one book that wasn't following the leads of the big general magazines which might be on the way to pricing themselves out of future advertising budgets. Media buyers liked the idea of *Farm Journal's* effort to limit its circulation to a bull's eye farm market.

Desperation? . . . *World Review of Hotels and Travel*, a good weekly business paper with a fair ABC circulation, recently pulled a debatable stunt in a promotion piece which it mailed out. It referred to itself as "the only travel trade publication with a guaranteed* circulation." The asterisk referred to ABC. In addition to our knowing that ABC circulation does not mean "guaranteed" circulation, we find that the field does have other ABC books, and *World Review* does not guarantee its circulation.

Master Manager . . . Fred Adams, president of G. M. Basford Inc., broadcast his company's stature when he said "Basford's media department has become one of our most valuable contributors." Primarily an industrial account agency, Basford has a real tough job media-wise when you consider the many fields they might have to cover on just one account. Can it be that their success is due to their top management's recognition of the importance of all departments being part of their operating team?

Big Battle . . . Charles T. Lipscomb, Jr., president of the Bureau of Advertising, spoke with conviction when he said, "The electronic media's honeymoon is over." The remark was tied in with his announcement of an intensive research program to develop facts about the cost and value of newspaper advertising with an aim toward keeping dollar leadership in the

industry. Meanwhile the electronics media are ignoring all this and continuing their hard selling to increase their share of advertising budgets.

Attempted "Murder" . . . The future progress of the standardized outdoor advertising industry is being soundly buffeted by competing media. A hard blow was dealt by America's biggest newspaper, picturing messy-looking small signs having no connection with the outdoor industry, which has had a good share in building the markets of America. An interesting angle about these newspaper attacks on outdoor is that papers use standardized outdoor advertising to promote themselves probably more than does any other medium.

Big Ben . . . Ed R. Taylor, executive vice-president of Motorola, and chairman of the jury which selected Ben Duffy to receive the *Printers' Ink* Advertising Award for 1957, remarked that "Advertising media should be proud of Ben Duffy's selection, because no one in advertising has done more to stress the importance of media selection in making advertising effective." Anyone who has ever met Ben Duffy is proud to have known a man whose contributions to advertising will long be felt.

Divided House . . . The future of the radio industry might become shaky again in spite of the nice comeback it started in 1957. So far stations' selling methods have been hit by radio reps, performers and more recently by Kevin Sweeney, president of the Radio Advertising Bureau. He got on the anti-rating bandwagon, and called for qualitative radio audience information and more effective sales promotion. The next step in this family squabble might be that radio stations will criticize their reps and the RAB. Let's hope the "house" won't crumble because of all the shouting.

NBC Radio's new **SALESVERTISING** plan solves an important problem for national advertisers with moderate budgets. That is, how to activate *all* units of the distribution pipe-line in a marketing program.

SALESVERTISING magnifies the value and impact of an advertiser's network radio campaign, by getting greater action from his sales forces, wholesalers and retailers—to the point of stimulating local dealer tie-ins at local dealer expense!

PROOF For Waverly Fabric's first campaign, 2,376 stores bought 13,000 spots on NBC Radio affiliates. Waverly had never used network radio before... now slates 80% of its budget to NBC.

PROOF 5,000 local tie-in spots were placed by Evinrude dealers on NBC Radio's affiliated stations. "This year's NBC Radio schedule will be 40% higher," says Evinrude.

PROOF Prior to 1957, only 8% of North American Van Line agents used local radio. Due to NBC Radio's **SALESVERTISING** action, 81% of NAVL's key agents now tie-in locally.

Retail tie-ins are just one phase of the activation generated by **SALESVERTISING**. Everyone—right down the line—shares the excitement of a close-knit **SELLING** campaign planned to achieve benefits for all.

SALESVERTISING plans are custom-designed for each advertiser. Your inquiry is invited for details and success stories in other industries.

SALESVERTISING is an innovation in efficient marketing, developed by the **NBC RADIO NETWORK**.

SALESVERTISING SETS MARKETING IN MOTION FOR YOU!



**NBC RADIO
NETWORK**

THE HITCHCOCK
MEDIA-MAN of the MONTH



Frank J. Slaus
Slaus Advertising Agency
549 Randolph Street,
Chicago 6, Illinois

Mr. Frank J. Slaus believes, "Business papers and their supplemental directories are an important phase of any industrial marketing program. Their use provides management with a low-cost means of direct communication with the specific buying influences and market segment they wish to sell. This is especially important to business growth of small and medium firms with limited sales staffs and advertising budgets".

For information on how Hitchcock Publications will help present your sales story, talk to your "Man from Hitchcock" soon.

THE HITCHCOCK PUBLICATION
"FAMILY"

... where editorial leadership guarantees
ad readership.

METALWORKING

Machine and Tool Blue Book
Hitchcock's Machine and Tool
Directory
Corbide Engineering
Grinding and Finishing
Hitchcock's Machine Tool "Cyclopedias"

PUBLIC TRANSPORTATION

Mass Transportation
Mass Transportation's Directory
School Bus Trends

WOODWORKING

Hitchcock's Wood Working
Hitchcock's Wood Working Directory

hitchcock

PUBLISHING COMPANY
WHEATON • ILLINOIS
SINCE 1898

Letters from Readers

CRITICIZES LIFE STUDY

What is fascinating and frightening about the *Life* survey of consumer expenditures recently completed (for \$1.5 million) is evidence that we all spend our money about the same for the same things.

That mediocrity has overtaken us is convincingly demonstrated in the similarity of our budgets. These budgets are not planned thoughtfully to accomplish our separate objectives. We simply spend our incomes in a pattern dictated by our mores and our advertising. And without having any idea of our objectives!

We all fall for the same deals and bargains (pitches — come-ons). We spend the same percentages for liquor and education and automobiles as everyone else. Our budgets are not only equally divided by categories, but also we all buy the same brands in the same places at the same time!

Any well-done major research project generally turns out to have greater and wider significance than anticipated. I imagine that this *Life* research was expected to be especially useful to advertisers whose products might be advertised in *Life*. Why else would *Life* have done it?

The results should more than satisfy Mr. Luce and his associates. They suggest that all of us are so conditioned by the advertising and editorial matter contained in our mass publications that we are willy-nilly behaving as though we were a pack of trained seals!

Uniformity in Our Lives

That we are mass-conditioned seems to be inescapable. That magazines like *Life* make a large contribution to the conditioning process is equally evident.

The other factors in our conditioning, which begin with pre-kindergarten reading and listening and continue through Groucho Marx, Ed Sullivan, the New York Philharmonic, the Yankees and Browns, don't need exhaustive analysis to measure their parts in the total job.

When we look at the results now presented in overwhelming detail and with irrefutable statistical validity, we

have no choice. We must accept the fact that nearly everything we do is a conditioned response to the amoral, asocial, purely commercial mass stimuli.

We are bombarded from birth to death, from morning to night, day in and day out with never a break!

Despite all our heated debates and arguments, our frequent disagreements, are we so much like one another in what we do with our dollars?

If we are, which is pretty well demonstrated, is it possible that our other differences are more apparent than real? The real differences are insignificant. Conditioned we are! Look at the conspicuously uniform press, radio, TV, music, and art that we have been exposed to and saturated with for as many years as we are now alive!

The odd person who reads esoteric books is odd! The differences which can be observed are mostly a matter of timing. Eventually, we all read "Peyton Place," but some of us read it first.

Conditioned Patterns of Life

This is what is proved by the *Life* survey!

There are aliens and freaks and intellectuals among us; that is beside the point. The number of these is insignificant. What is most frightening is that these, too, aren't much out of line with their budgets! Their independence of mind and spirit seems to evaporate when it comes down to buying a house or a car or a dress or a college education.

What they say may be spirited enough, what they do is mainly in line with the conditioned pattern we all live by. This is frightening to me, because it suggests that our differences of opinion are largely superficial and that our economic motivations outweigh our intellectual and spiritual impulses.

The *Life* survey points out that not only do we spend our income according to a very uniform pattern, but also that we allocate our expenditures sanely and even wisely among the various items we require.

On the whole, we don't spend too much for gin and caviar, and we do

set aside a fair share for education and insurance. I assume that this is partly because of the *Life* conditioning we get from all the major media, which leads us automatically to keep up as well as we can in all of the *Life* areas and *Life* activities which concern people in our *Life* cycle!

Whether the inevitable emphasis on *Life* as one of the conditioners of a controlled and stereotyped America may put off and dismay some advertisers as well as some of us who read the advertisements is a risk which I'm sure *Life* calculated carefully before investing its money in this survey!—ROBERT C. GARRETSON, vice-president—advertising, Carling Brewing Co., Cleveland.

LIFE'S REJOINDER

The first findings of *Life's* "Study of Consumer Expenditures," because they are rather broad in their classifications, can create the impression of similarity in buying patterns beyond the extent to which they truly exist.

It's a little bit like the old parable of the man who was drowned in the 10-foot portion of a stream which averaged only three inches in depth.

A careful scrutiny of the study, even within the broad categories which appear so similar, reveals rather significant differences in the way in which consumers choose to spend their money.

For example, spending for home furnishings and equipment seems to be reasonably similar in the aggregate at all income levels. Yet when the details are studied they reveal differences as great as 2 to 1 or even 4 to 1 for specific items like bedding and linens, dining equipment, floor coverings, laundry soaps and detergents, and tools and hardware.

Hardly a reflection of homogeneity.

On the other hand, even where there are apparent similarities, such as in the automotive field, they tend to conceal rather significant differences. The 11 per cent spent for automotive goods in the lowest income group represents \$206 a year, while the 15 per cent spent in the \$10,000 and over group represents an automotive expenditure of \$1,156 a year.

It seems to me that while the percentages are quite similar, the consumer has acted quite differently in the automotive market place.

The Real Culprit

This inevitably gets us to the real culprit—the industrial revolution represented in earlier days by mass production and more recently by automation. Obviously, they have produced mixed blessings in the form of more goods at lower prices at the sacrifice of some expression of individuality in the purchase of goods.

Freedom of consumer choice is still a potent force in the success or failure of any brand of any product.

Any brand manager of a national brand can tell about the volatile and dynamic force of consumer buying as it affects his brand. I believe that by and large the consumer does think and does discriminate and does react quickly and effectively.

Why Make the Study?

What was *Life's* interest in doing so broad a study? It might best be described as the latest in a long series of studies designed to provide the advertiser with a maximum of useful data to make his advertising as effective as possible.

Years of research indicated to us that advertising decisions to be effective must be part of a broader marketing plan.

This study is an effort to provide the marketing background against which more effective advertising decisions will be made. We are facing an era in which information about the consumer as a background for marketing decisions is more important than ever before.

It is our expectation that an honest and objective appraisal of the facts regarding the market place and the consumer will help *Life* as well as the advertiser.

Perhaps the case for this kind of research is best stated by Arthur F. Burns, president of National Bureau of Economic Research, Inc.:

"Budgetary studies, which several decades back were of interest chiefly to social workers, have become instruments for analyzing how the economy at large functions.

"Fluctuations in aggregate spending, which not so long ago many viewed as an obsession of the crank, now occupy the time and thought of reputable economists, businessmen, and even heads of governments.

"Perhaps no other general subject
(continued next page)



Industry Consults T. R.

70,000
Times a Day

...A typical example, resulting from this concentrated continuing reference to Thomas Register by American Industry, has been reproduced in its entirety—

CLIP THE COUPON
FOR YOUR COPY!

Send me the "Typical Example" resulting from the reference to Thomas Register
70,000 Times a Day!

Name _____

Company _____

Street _____

City _____

State _____

Thomas Publishing Company

461 Eighth Avenue
New York 1, New York

PRODUCT
INFORMATION
HEADQUARTERS

Call off the Hidden Persuaders!

by
Bert Ferguson
Exec. Vice-President,
WDIA



It didn't take the Hidden Persuaders and Motivation Research boys to discover: THE MEMPHIS MARKET IS DIFFERENT!

And unless you know a few pertinent facts, you may be missing high volume sales in 40% of this great and growing market! This 40% consists of the Negroes in the Memphis market area.

FACT NO. 1: THIS 40% IS SOLD ON WDIA!

Low Negro Newspaper and magazine readership and low percentage television ownership among Negroes mean that you can't reach the Negro with these media.

WDIA, only 50,000 watt station in the area, programs exclusively to Negroes. This unmatched personal appeal commands the Negro's loyal, selective listening. He first listens to WDIA—then buys the products advertised on his station! Result: WDIA literally delivers this market to you—as a unit!

FACT NO. 2: THIS 40% SPENDS 80% ON CONSUMER GOODS!

Let's translate percentages into figures. WDIA reaches—and sells—40% of the Memphis market. And, there are 1,237,686 Negroes in WDIA's listening pattern. The largest market of Negro consumers in the entire country!

What's more, these Negroes spend, on the average, 80% of their income on consumer goods! And last year, that income added up to an overwhelming \$616,294,100 total!

The Memphis Negro is buying more consumer goods because he has a higher comparable income than Negroes in any other area in the whole country. He plays a vital role in the Memphis area's booming economy. In a 129-city survey by one of the country's largest corporations, Memphis ranked first in ratio of total Negro to total white income. The Memphis Negro earned \$28.79 for every \$100 of white income. Compare this with \$6.59 for every \$100 in New York . . . \$8.22 for every \$100 in Philadelphia!

FACT NO. 3: THIS 40% BUYS QUANTITY . . . AND BUYS QUALITY!

Last year, Negroes in the Memphis market bought 63.7% of the cooked cereals sold in Memphis . . . 41.6% of the bread . . . 48.1% of the canned meat . . . 48.7% of the salad dressing!

WDIA consistently carries a larger number of national advertisers than any other station in Memphis. It's an impressive list, including such year-round advertisers as:

CARNATION MILK • KRAFT MAYONNAISE • DOMINO SUGAR • ESSO STANDARD OIL COMPANY • LIGGETT AND MYERS TOBACCO COMPANY • NATIONAL BISCUIT COMPANY • TAYSTEE BREAD • WRIGLEY'S SPEARMINT CHEWING GUM

WDIA—and WDIA alone—sells the Memphis Negro market. WDIA can wrap up this high volume market for you—in one neat package!

Write us today for facts and figures. Let us show you how WDIA can be a high-powered selling force for you—in this big buying market!

WDIA is represented nationally
by John E. Pearson Company

EGMONT SONDERLING, President
HAROLD WALKER, Vice-President, Sales

Letters from Readers

receives so much attention nowadays as the spending of different consumer groups on specific goods and in the aggregate, the shift in these patterns through time, the movement of total spending and saving, and the degree of adequacy of current living standards in our own country and other parts of the world.—A. EDWARD MILLER, assistant to the publisher, *Life Magazine*.

BOUQUET

As a freshman in the publishing business, I'd like to add my bouquets to *MEDIA/SCOPE*'s publishers and staff for a fine, helpful publication.

I've just purchased two trade journals (*Restaurant Review*, which covers 10 Southern states, and the *Dixie Lumberman*, circulating in 18 Southern and Southeastern states) and I'm looking for every possible aid in putting out the best magazines I can. I think your publication is going to be very helpful.—DEAN C. DUBois, president, DuBois Publishing Co., Inc.

A JOB TO BE DONE

I believe you have found an area of the marketing and advertising business that needs sound editorial coverage. Therefore, I agree with your concept that there is a job to be done by a magazine such as *MEDIA/SCOPE*.

I also feel that your start has been an effective one. I have been very much impressed with all of your earlier issues and definitely think that you are on the right track. I believe that you will provide a continuing service if part of your editorial will cover such subjects as these:

1. Media research of all kinds, such as Starch, Readex, methods of editorial evaluation, etc.
2. Descriptions of agency media department organization and operation.
3. Media forms and control systems.
4. Case histories of creative media selection, such as use of television, radio, billboards, or newspapers by industrial advertisers.
5. Periodic discussions of farm media and illustrative case histories.

6. A crusading editorial policy that will champion such things as "audits," more qualitative analysis, more thoroughgoing research, better and better editorial policies and practices by media, and a variety of other subjects that a magazine like *MEDIA/SCOPE* can promote and champion.

Please keep up the good work.—

RICHARD C. CHRISTIAN, executive vice president, Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago.

TERRIFIC

I believe your February issue of *MEDIA/SCOPE* is terrific, and hasten to extend my congratulations.—JAY SCOTT, president, Robert S. Taplinger Associates, Inc.

BUSINESS PAPER RATES

May I refer to the article by Fred Wittner ("Business Publications Need Trading Up") in one of the recent issues of *MEDIA/SCOPE* in which he quotes me on a comment which I made to him some 10 years ago to the fact that business paper rates were too low. I still stand by that statement as I have for 40 years or more. However, it is naturally understood that higher rates for business paper space must be justified, individually and competitively.

Back in the early teens when I was selling advertising in and out of New York for Penton, the rate on *Iron Trade Review* (now *Steel*) was less than \$30 per page, net. One did not have to be a mathematician to figure that after publication paid for paper, printing, postage, etc., little was left for editorial performance, and consequently the publications were not doing justice to their potential readership.

In the past 10 years, I would say that existing publications that are up front in the industrial field will show at least 100 per cent increase in advertising rates, from 100 to 150 per cent in circulation, better control of copies, but more importantly, a tremendous improvement in editorial content through better and more experienced editors who are competent to keep faith with their readers and potential readers.—GEORGE O. HAYS, president, The Penton Publishing Company, Cleveland.

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In this year of keen competition, advertisers will profit from the generous planting of promotional seed in the fertile Kalamazoo valley.

Informed estimates indicate that 1958 will be another good business year in Kalamazoo where public, institutional and business expansion is contributing millions of new dollars to the economy.

Kalamazoo's high (\$7,152) Consumer Spendable Income per household coupled with traditional market stability creates an attractive 1958 sales potential for those who sell in prosperous Southwestern Michigan.

The maximum sale of goods in this area recommends concentration of the advertising effort in the Kalamazoo Gazette, the county's only daily newspaper.

KALAMAZOO GAZETTE

Plant a "MONEY BUSH" in the Fertile Kalamazoo Valley



THE BEST OF MICHIGAN

BOOTH NEWSPAPERS

THE BAY CITY TIMES

THE ANN ARBOR NEWS

THE FLINT JOURNAL

THE GRAND RAPIDS PRESS

THE SAGINAW NEWS

JACKSON CITIZEN PATRIOT

KALAMAZOO GAZETTE

THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, Murray Hill 5-2476 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, Superior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOODWARD 1-0972

Men of the Month in Media



BROWN BOLTE is the new president of Sullivan, Stauffer, Colwell & Bayles. He has resigned as executive vice president of Benton & Bowles to accept the position.



W. T. OKIE, president of J. M. Mathes, has corralled the Volkswagen account. The tiny car has so far given the lie to advertising by prospering without promotion.



BEN DUFFY, veteran agency chief of Batten, Barton, Durstine & Osborn, who came up from the media department, received the 1957 Advertising Award last month.



ARTHUR A. BAILEY will take over the reins of Foote, Cone & Belding's Los Angeles office as vice president. He replaces executive vice president Roy Campbell, who retires.



C. JAMES PROUD, president of the Advertising Federation of America, triumphs with the repeal of the Baltimore advertising tax, which he fought since its inception.



THOMAS B. ADAMS, at 38 is the new president of Campbell-Ewald Company, whose billings in 1957 are estimated at \$75 million. Mr. Adams has been with C-E since 1945.

chief of
sborn,
epart-
tising

how to get off the ground tomorrow

That's a problem being solved by designers and engineers today. Whether the problem is getting a rocket into the air or pushing up the sales curve of a lagging appliance or automobile, today's engineers are already working on tomorrow's problems.

Thousands of these engineers find help in solving their problems by reading **MACHINE DESIGN**. And more advertisers are turning to **MACHINE DESIGN** than any other design book because the problems of these engineer-readers mean advertising action.

Concentrate your advertising dollars where they will bring the most results—where you know your sales message gets read and gets *action!*—in **MACHINE DESIGN**.

Inquiries . . . average number of inquiries per advertisement is now 40% greater than a year ago, more than triple the average per advertisement two years ago.

Readership . . . advertising is averaging up to 55% better readership today than two years ago, as measured by Starch and Ad Gage readership research.

Wherever new products are being developed, you'll find men reading **MACHINE DESIGN**. It's your best design-field advertising buy in 1958 for both *readership* and *inquiries*.

MACHINE DESIGN

a **Penton** publication
Penton Building / Cleveland 13, Ohio



Facts about the Giant that's growing in Solid Cincinnati!

Linage figures up-dated as per Media
Records for second month of 1958!

The Cincinnati Daily Enquirer is *biggest* in:



*"It says here the reservation was made by
The Cincinnati Enquirer."*

CITY ZONE CIRCULATION: Daily Enquirer 148,259 Post 118,901 Times-Star 122,886	GENERAL DISPLAY LINAGE: Daily Enquirer 420,981 Post 339,429 Times-Star 316,729
COMBINED CITY & RETAIL TRADING ZONE CIRCULATION: Daily Enquirer 190,187 Post 146,479 Times-Star 144,600	AUTOMOTIVE LINAGE: Daily Enquirer 187,947 Post 176,311 Times-Star 156,271
TOTAL CIRCULATION: Daily Enquirer 205,461 Post 153,718 Times-Star 148,719	TOTAL DISPLAY LINAGE: Daily Enquirer 2,067,089 Post 1,567,099 Times-Star 1,578,342
Source: A.B.C. Publishers' Statements, September 30, 1957.	CLASSIFIED LINAGE: Daily Enquirer 1,223,492 Post 680,350 Times-Star 486,949
TOTAL DEPARTMENT STORE LINAGE: Daily Enquirer 446,614 Post 372,614 Times-Star 366,610	TOTAL ADVERTISING LINAGE: Daily Enquirer 3,317,334 Post 2,249,811 Times-Star 2,119,784
LOCAL WOMEN'S CLOTHING STORE LINAGE: Daily Enquirer 198,663 Post 9,510 Times-Star 23,875	IT'S BIGGEST, TOO in value, with lowest milline rate! ... in preference by Cincinnati women (see 1957 Cincinnati Newspaper Profiles Study)! ... in merchandising, offering advertisers some of the nation's finest creative promotions!
LOCAL FURNITURE AND HOUSEHOLD LINAGE: Daily Enquirer 92,617 Post 54,123 Times-Star 51,010	AND TALK ABOUT "BIG"! Take another look at the still-growing Sunday Enquirer . . . rec- ognized as one of the "Sunday Best" among American news- papers! It offers exclusive blanket coverage of the Cincinnati area ... now reaches over 80% of the families in this great Midwest metropolitan center!
RETAIL DISPLAY LINAGE: Daily Enquirer 1,376,208 Post 1,010,971 Times-Star 1,055,833	
FINANCIAL LINAGE: Daily Enquirer 81,953 Post 40,388 Times-Star 49,509	



A GIANT is growing in Solid Cincinnati! It's . . .

The Cincinnati Daily Enquirer

REPRESENTED BY MOLONEY, REGAN AND SCHMITT, INC.

Media/forum

QUESTION: *Do seasonal time changes . . . from standard time to daylight . . . cause you much trouble in scheduling your client's programming and spot buys?*



DICK CARR, general manager, radio and television time buyer, Thomas F. Conroy, Inc., San Antonio.—Thanks to three very cooperative television stations in San Antonio, seasonal time changes seldom create much of a problem for us. Between us, we manage to shuffle schedules to the client's satisfaction. Since the most satisfied client is the best informed client, we try to face the worst possible time change problem before it arises. We have found spot announcements bought for a specific network adjacency to be most bothersome. However, with two of our local net outlets already finalizing plans for video tape, I can see the time shift problem eliminated completely.



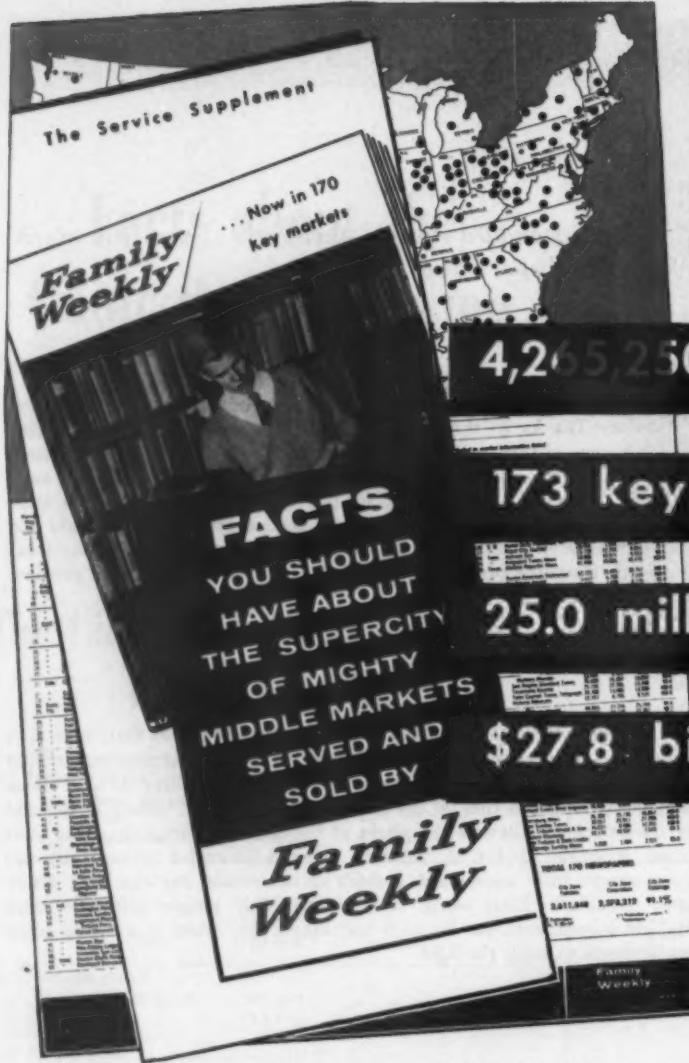
JEANE JAFFE, time buyer, Doyle Dane Bernbach, Inc.—We find that there is a tremendous amount of work as a result of shifting from standard time to daylight time and vice versa. Some states accept daylight time, and others do not. Some states shift back to standard time at the end of September . . . others at the end of October. This does not alleviate the plight of the poor timebuyer. Juggling your announcement schedules to try to maintain prime adjacencies through all this is a task not always fully understood. I don't think we can say that this necessarily causes "trouble." "Extra work" is more apt. More people enjoy the extra hour of daylight immediately, but for us it may take a few weeks of working in the dark before we begin to enjoy the light.



JAMES M. NELLIS, vice president, Central Advertising Agency, Inc., Lima, Ohio.—Yes, the seasonal change in times has caused us some trouble. As a result of the time changes, various programs have been dropped in favor of the national shows. On occasion, the switch has made it necessary for the station to move a program to another time period, which makes it a less desirable buy. Buying a local show is very much affected at these periods of time change.



STANLEY STARR, time buyer, Walker Saussy Advertising, Inc., New Orleans.—The tremendous paper work involved is troublesome. However, "time change" is a period of complete review of all schedules, which is certainly helpful in looking for and obtaining improvements. I don't think it's so much the actual time changes that bother us, but rather the programming merry-go-round that takes place at and around these two periods. It's almost impossible to evaluate a schedule correctly. This is where a good, experienced time buyer is invaluable. For new schedules due to begin immediately before a time change period, double work is involved, with double availabilities, double confirmations, and double contracts. Besides, the whole procedure is slowed by the stations' complete confusion at this time. You can't get away from it. This is real trouble.



Now in one convenient booklet
 . . . market-by-market details
 on **FAMILY WEEKLY'S** saturation
 coverage of a Supercity of

4,265,250 circulation . . . in

173 key markets . . . with

25.0 million people . . . and

\$27.8 billion retail sales

Get this coverage story of **FAMILY WEEKLY'S** mighty middle markets that account for 14.4% of all U.S. retail sales

These are things to remember about **FAMILY WEEKLY'S** vast and expanding market: In the 556-county area where its family coverage is 20% or more, an average of over 60% of the families read **FAMILY WEEKLY** each week with their Sunday newspaper.

ONE OUT OF EVERY \$6.93 SPENT AT RETAIL IN THE ENTIRE U.S. IS SPENT IN MARKETS SATURATED BY **FAMILY WEEKLY**

Alone, or in combination with other Sunday supplements, **FAMILY WEEKLY** adds saturation coverage of 173 prosperous, strategically located cities to your sales potential. No other national magazine equals **FAMILY WEEKLY'S** saturation of so large a market!

Ask your **FAMILY WEEKLY** representative for the new "FACTS" booklet now available, or write . . .

FAMILY WEEKLY MAGAZINE, Inc.

153 NORTH MICHIGAN AVENUE, CHICAGO 1

Leonard S. Davidow, President and Publisher

NEW YORK 22: 405 Park Avenue

DETROIT 2: 3-223 General Motors Building

CLEVELAND 15: 604 Hanna Building

LOS ANGELES 5: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue

SAN FRANCISCO 4: Blanchard-Nichols, Assoc., 33 Post Street

MIAMI 32: J. Bernard Cashon, Chamber of Commerce Bldg.

The World's Largest Market that can be reached in such depth with a single medium

Fred Barrett



BBDO's Barrett Urges Sound Marketing Approach

Says that media buying should be tied in more closely with the many facets of advertising.

MEDIA/SCOPE asked Fred Barrett of Batten, Barton, Durstine & Osborn 10 questions about media selection and buying, and his answers are given below. Mr. Barrett is one of the most outstanding figures in media; his agency buys some \$210 million in space and time each year, practically all of this being domestic billing. He is vice president in charge of media at BBDO, and has been associated with that agency for 16 years.

His comment on the questions themselves was: "It should be firmly recognized that, like all other phases of advertising, there is no clear-cut answer to any of these questions. Advertising's basic function is to help convince people that a product is the best in its field, and should be purchased by the person viewing or reading the advertisement. Since products are different, and the people we are trying to reach are also different, there can be no pat answer to what media will reach what people, or a formula on how you go about reaching them."

In what ways has media buying become more scientific during the years of your experience?

Frankly, media buying, in my opinion, has always been scientific. Back in the days when there was only one major medium—print—we tried to be just as scientific as today in finding the *right* audience for our sales messages. It is granted we didn't have many tools to work with as we have today. What has happened over the years is that new media have entered the field and have made media purchasing much more complex. Different media have different measuring standards, and consequently,

make a truly scientific approach to media buying more difficult. Nevertheless, the numbers of inquisitive people entering media today, the teaching of media buying in schools and seminars, as well as the free outpouring and exploration of current media studies by media and agencies, have brought the scientific values of media buying much more in focus.

How do you believe that media buying has advanced in comparison with other areas of advertising, such as copy, art, research, and so on?

I'm sure that media buying has advanced much more rapidly than many other agency functions. There is a deeper recognition on the part of management that advertising media must be geared to the specific marketing objective of a product and, accordingly, there is less and less "seat of the pants" buying today. While copy, art and, in particular, research, have made important strides also, media buying is gaining more and more respect, and astute clients realize that a good layout or an excellent bit of copy or good research on a product isn't valuable unless the medium used is pinpointed directly to the primary audience for the product. Media buying today is aimed in one specific direction—that of finding the best potential for the product, and allowing that audience to see or hear our sales messages.

Where do you believe there is most opportunity for improvement in efficient media buying?

I believe the opportunity for improving media buying lies in a closer tying-in of the many facets of advertising to the media purchase. Media buying should be the end result of a sound marketing approach. The effective media purchase comes only if the account personnel have presented a complete marketing plan to the media de-

partment. Once the buyer is fully apprised of what the product is expected to do, what the various copy approaches might be, only then is he able to provide an intelligent media plan.

When this is done he is able to use media research and his other tools to the best advantage, and he will be able to come up with an effective plan rather than merely an efficient one. Here is where the true opportunity lies.

Do you believe there is room for improvement in the status of media buying?

Definitely so. However, in BBDO it is the buyer himself that makes that improvement. We offer an unlimited opportunity for a man to improve his status. It is the intelligence and inquisitiveness he applies to the job that will gain the end result. Every buyer who shows initiative and intelligence in the products assigned to him will improve his status as well as that of the department.

What is the organization of the media function at BBDO? That is, do buyers purchase all media for a client or do they buy only print or only broadcast media?

At BBDO we have a combination of buying assignments. On some accounts the buyer purchases all media. On others we have a print buyer and a time buyer. It is the nature and complexities of the account itself that dictate the function of the buyers. Additionally, BBDO has a healthy respect for experience, and certain buyers naturally drift towards certain media. It would be wrong, we believe, to funnel him into all media categories when we know that he's a natural expert in one field and may have little desire to switch; after all, each medium has enough facets to take a good man's full time. On the other hand, certain buyers want to participate in all media and we welcome their doing so; but the nature of the account and the demands of the client dictate whether a person is in all media or just one. This does not mean that we have a loose organizational set-up; rather, that we attempt to tailor groups to the wants and needs of certain accounts.

How is media research handled at BBDO?

Media research must be separated into two categories. First is the everyday research peculiar to the problems of an account. This area is handled by our media analysis section within our media department. The broad research problems that cover all accounts and deal with general media studies and analysis, such as a study of television viewing habits or an analysis of nighttime audiences, these are handled by BBDO's research department, but they are not released until the media department has checked over the findings and is in agreement on the conclusions.

Do you or BBDO have any special points of view in respect to media? Do you have any particular preference for TV or newspapers (for instance—one agency is known as a TV agency)?

BBDO is interested in all media, and does not consciously lean towards any one. Rather, we mesh our purchases to each individual product and each individual

marketing objective. With a complete diversification of BBDO accounts in the grocery, industrial, drug, and soft goods fields, it is impossible to say that our agency is a TV or a print or radio agency. Large agencies that pride themselves on being a one-medium agency take the risk of letting this one medium interfere with doing a complete media analysis for a product, and, as a consequence, it might block an unprejudiced study of all media and decision upon the best for the job required.

What is the organization for media planning at BBDO? Is it a plans board and if so, who sits on it?

Media planning almost always originates in the media department. The media supervisor calls in various buyers on an account, presents them with the problem, and they return with their own recommendations. Each buyer is expected to show what his particular medium can do. It is then the supervisor's job to blend in those opinions with all buyers present, and to come out of those meetings with balanced plan that follows closest to the marketing objectives. Then this plan is submitted to the account group, who study and present it to the company plans board, consisting of the heads of various departments, including me. They pass upon this plan or suggest revisions.

Is there any particular pattern at BBDO for development of a media plan or is everything different, as one product is different from another?

Usually our plans follow the pattern as outlined in the previous question, but the product itself very often dictates the extent of planning for the account.

What do you consider the main problems now in selecting and buying media?

The basic problems have not changed over the years; rather these problems have merely expanded. We are still faced with trying to equate various available media data so that they can be compared. The toughest problem is not how many people you reach, but are these people the *right* prospects for your product. A good media buyer in a good media department should only have one aim—not to deliver so much audience as possible for his client, but to deliver the best audience with an adequate amount of frequency, so that the client's product will be favorably implanted in the consumer's mind. Another major problem is making sure that the client and account executive supply their media department with enough information so that we can truly know just who are supposed to be reached, when, and where.

These are my answers to *MEDIA/SCOPE*'s difficult questions. As I stated in the beginning, there are no pat answers to these problems. Perhaps the simplest way to state BBDO's philosophy is that, while we have an organized media department, it is not "so organized" that we do not vary our procedures and approaches to media buying. As long as all our products are different and our clients' desires are also different, so will our media buying functions within the department take off on tangents and present varying emphasis. Being willing and able to approach media from various angles makes the Media Department a stronger force in BBDO.

Doherty, Clifford, Steers & Shenfield's New Media Organization



DONALD H. QUINN, vice president & media director.

A realignment into account groups brings media buying closer to market problems.

In the last five years, Doherty, Clifford, Steers & Shenfield has doubled its billings (from \$10 million in 1952 to \$20.8 million in 1957). Moreover, the tempo of growth is increasing: billings grew \$6 million in the last year alone.

Obviously, DCSS is an agency in transition, in the process of transforming itself from an operation of moderate size to a rather large one. Like other functions in the agency, the media department is sharing in this growth.

This was reflected by an announcement, late in January, of a realignment of Doherty, Clifford's 25-man media organization. In brief, DCSS replaced its traditional organization by classes of media with an account group system.

The relative merits of horizontal (by media class) and vertical (by account) media organization have been argued for years. As a matter of fact, in a talk before the AAAA Eastern annual conference some years ago, William E. Steers, then executive vice president and now president of the agency, described the organization by classes of media as the most efficient for his agency at that stage of its growth.

Why the Change?

Why the change? Simply, says Donald H. Quinn, DCSS vice president in charge of media, because the agency has grown too large for a simple horizontal organization, with a media director heading up a staff of specialists. "Until now," explains Mr. Quinn, "there was complete broadcast and print separation. I was the only person with an integrated view of media strategy.

"Now we have two media supervisors in charge of groups of accounts, who can participate in planning, analysis, and recommendation." In short, DCSS has reached the point where it needs more than one media man to confer with clients and account managers.

The two men are Jack K. Carver, formerly one of the agency's top space buyers, and Samuel B. Vitt, until now a broadcast buyer and still the agency's authority on interpreting Nielsen data. Here is how their account responsibilities are divided. Mr. Vitt: four Bristol-Myers products (Ammens powder, Mum, Vitalis, Theraderm), two John Paton, Inc., food products, two McCormick & Company food products, the Borden Company's Pioneer

division, Sonotone, Zonite, Cigar Institute of America, Browne Vintners, Four Roses Distillers.

Mr. Carver: Diamond Gardner Corporation Food-tainer plates, Kimberly-Clark's Fems, four Bristol-Myers products (Ipana, Ipana Plus, Mum Mist, Minit-Rub), Pharmac, Inc., 4 Fishermen frozen foods, Borden's Instant Coffee, *Ladies' Home Journal*, all professional pharmaceutical products.

Below the media supervisor level, DCSS retains its old media specialist structure, because, says Mr. Quinn, each medium is so complex that you need experts. Adds supervisor Vitt: "The all-media buyers may perhaps have a more complete, rounded, and balanced view of the total advertising picture, and a greater understanding of advertisers' over-all campaigns since he is exposed at least tacitly to all media. On the other hand, the all-media man doesn't have the degree of specialization—down to the last fine point—that's required as the media business becomes more complex.

As Complexity Grows

"As complexity grows, of course, there's a sort of natural evolution. There are different levels of specialization for different levels of problems. A buyer specializes in buying space or time, a supervisor specializes in overall planning and strategy."

At any rate, each of the two account groups at DCSS is supplied with both print and broadcast buyers, assistants and estimators. Miss Rita Venn, an experienced print buyer, with the title of senior space buyer, is attached to Mr. Vitt's group to balance his predominantly broadcast experience. Similarly, senior time buyer Robert Widholm works in Mr. Carver's group.

As a matter of fact, media director Quinn hastens to point out that the new account group system is far too new to be complete. There's a certain amount of fluidity between groups. For example, one broadcast team (buyer, assistant, estimator) headed by senior buyer Robert Widholm buys for two products in Mr. Carver's group, three products in Mr. Vitt's group. There's similar doubling-up by the other two broadcast buyers. Mr. Vitt buys time for the Ipana accounts, while Mr. Carver acts as space buyer for six of his accounts.

Eventually, Mr. Quinn hopes to separate the groups at the buying and supervisory levels completely. "Supervisors," he explains, "must know what the problems and duties of their people are. There should be no responsibility of a buyer to another supervisor. However, we hope that at the detail level there won't be too much separation. It's more efficient to have estimators and assistants who can leap into the breach where they're needed."

Actually, there's considerable communication among personnel at all levels. First of all, as Mr. Quinn remarks, Messrs. Carver and Vitt spend a lot of time together, "picking each other's brains." Second, Mr. Quinn tries to get the whole department together at least once a week (usually on a Wednesday, which for some reason is less hectic than other days of the week) to discuss current

activities, special agency projects, and any significant developments in the media field generally.

The purpose, says Mr. Quinn, is first to familiarize the agency's specialists in other phases of media operations, and second, to educate new members of the department in the continuing apprenticeship program the department maintains.

Media Research

In addition, every memorandum and every letter sent or received by members of the department is bound into a folder which is routed to all media personnel. Mr. Quinn has found that such a system very often saves duplication of effort in research projects.



DCSS's TOP MEDIA PERSONNEL: (l. to r.) Jack K. Carver, media supervisor; Robert Widholm, senior broadcast buyer; Mr. Quinn; Rita Venn, senior space buyer; Samuel B. Vitt, media supervisor.

This duplication of research effort is something of a danger, since media research is conducted by the buyers themselves, rather than by a central research section located either in the research or the media department. Explains Mr. Quinn: "By doing his own media research, a buyer becomes a better buyer. He doesn't depend on others to develop a pattern for him. By working with all the information himself—by doing his own analysis—he can buy more intelligently. We of course try to have a buyer backed up by an assistant and an estimator who performs the detail work of media research—gathering basic data on circulation, for example."

Adds supervisor Vitt: "The buyer is the person most aware of market conditions, and he's in a key position to determine what needs to be researched and to direct that research. This way, the results will be the most usable. This is a plus value. One difficulty in separate research units is that you initiate a request for research, and if you don't keep close contact the data have to be refocused on the problem at hand by the media people."

On the problem of research, incidentally, Mr. Quinn would like to see the Advertising Research Foundation consumer magazine study completed, because "so many magazines are unable to support a study of this nature on their own." There is also, he adds, "a very valid need to place all media in proper perspective. We are continually trying to do this ourselves to the best of our judgment. Everyone says you can't compare media, but we do."

In research and in selection, neither Mr. Quinn nor his

associates consider themselves slaves of the slide rule. "Efficiency," he maintains, "is only one form of media value. The identity of the audience, and the size of the audience you want to reach are just as important. Do you want to pay 25 cents per thousand to reach 1,000 people, or \$2 per thousand to reach a million? The frame of mind of the audience is important. For example, a high-rated early evening show has good cost efficiency and good audience composition, but with an adult product are you reaching adults effectively or are they captive to the kids' program choice? A similar question may be asked about men reading women's magazines."

Creative Media Buying

Mr. Quinn's creative attitude toward media buying goes far toward explaining why he and his department get into the planning of an advertising campaign almost from the start.

Mr. Quinn sits on the DCSS plans board. (When the media department's reorganization is advanced to the point where neither Mr. Carver nor Mr. Vitt will be actually buying media, they will participate in plans board discussion of their accounts.) He participates in all planning on an account. For example, here is how plans for Ipana Plus developed:

"When product development at Bristol-Myers came up with it," explains Mr. Quinn, "they had a meeting with the agency. Next, they tested the product without advertising. When the data were developed, representatives of research, copy, merchandising, president Bill Steers, the account supervisor and account executive on the account, and I attended a meeting designed to update everyone on the product.

"This gave us a picture of what the consumer thought of the product, and how, for example, families with children reacted to it. We got a look at the package, and we could decide whether to use visual treatment, color, or motion. As a matter of fact, we ended using all three in both television and magazines.

"The next step—formulating marketing plans and copy platform—was basically developed by the account section, aided by everyone else at the plans meetings. Once these things were established, the media department's job actually began."

The department's job is emphatically not that of a rubber stamp. As DCSS president Steers puts it, "media decisions should be made by those who have the deepest knowledge of media values. The account team defines the marketing problem. If it's sufficiently defined, the media team creates the media strategy and makes the final media recommendation. Management or the account team can question these decisions, if they fail to forward the tenets of the marketing strategy."

It's the firm belief of DCSS management that the media reorganization will ensure—through deeper integration of marketing and media buying techniques—that the media department's recommendations will, indeed, "forward the tenets of the marketing strategy."

MEDIA AND MARKET DATA:

Sorting Out Canadian Rating Services

Any time buyer looking for audience information on burgeoning Canadian broadcasting is likely to be deluged with facts and figures. Canadian rating services are multiplying at an alarming rate, and no two are in basic agreement on standards. Here's a run-down on the four services available.

- The oldest and largest is **Elliott-Haynes**, based in Toronto (among its clients: Procter & Gamble). Using the old Hooper method of telephone coincidental, it rates 44 television and 45 radio markets with degrees of frequency (monthly to semi-annually) depending on size and importance. Time period ratings are by half-hours; no audience composition figures in the regular reports.

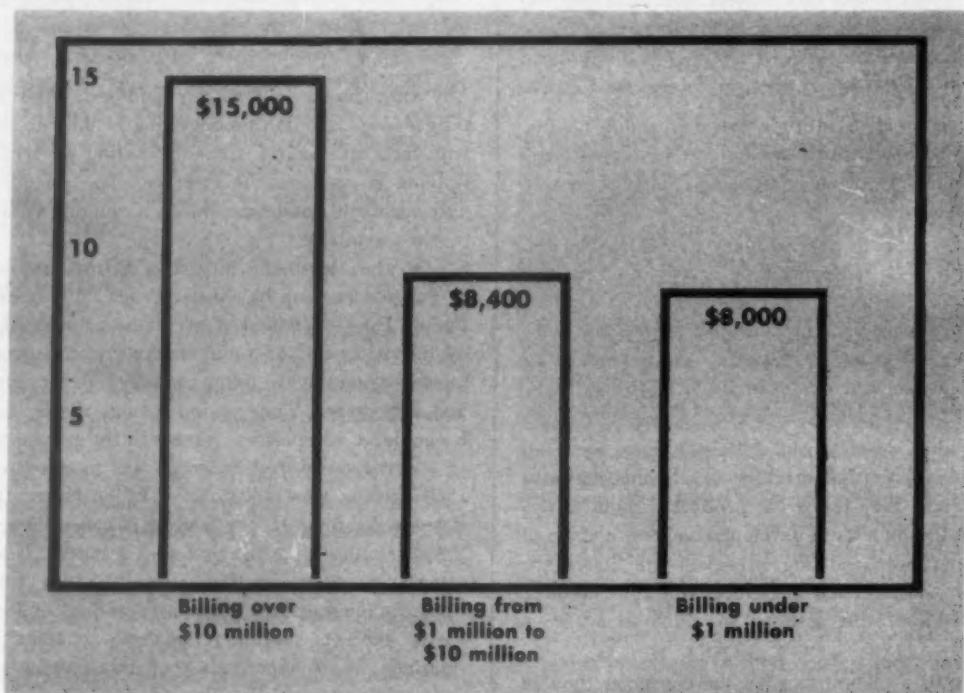
- **International Surveys** was founded in 1944 by Paul Haynes, who pulled out of Elliott-Haynes to go into business for himself. The method is panel diary, based on 2,000 families reporting one week a month. International reports quarter-hour time period ratings (plus duplication, audience flow, cumulative audience) monthly for major markets, half-hour audience composition on a quarterly basis. Acceptance of this service, say time-buying experts, is rather limited.

- **Bureau of Broadcast Measurement** is a rather recent entry among the rating services. A non-profit, tripartite (advertisers, agencies, stations) organization subsidized by the Canadian Association of Radio & Television Broadcasters, BBM is basically a coverage service along the lines of the Nielsen Coverage Study. It has, however, issued three rating reports since November, 1956, based on the diary-recall method. BBM provides station reports for its subscribing stations, seven day cumulative ratings for metropolitan areas, four day cumes for other markets. One of its chief values is its scope: it reports the entire Dominion—every census area, every county. Chief drawback: it's issued semi-annually.

- The newest of the four services is **McDonald Research, Ltd.**, launched to fill in the blank spots (four times a year) between BBM reports, by Clyde McDonald, formerly BBM research and development director. McDonald uses the same diary method, measured 24 markets in his January study. Rating is for a full week, by half-hour time periods. Like BBM, the rating is absolute (i.e., a percentage of all households in the market, not only radio or TV homes.) In addition, McDonald is attempting to report audience composition and cumulative audience. The firm is working on its third report.

How Much Are Media Directors Paid?

Media Directors' Salaries in Relation to Agency Billings



NOTE: Salaries are median averages for agencies in indicated billing groups.

In its January 1957, issue, MEDIA/SCOPE published the first of its annual studies of the salaries paid to media directors. These pages contain the second in the series. The purpose of both surveys is to assess, insofar as it is possible to do so, the status within advertising agencies of the men directly responsible for spending the bulk of this continent's advertising appropriations.

The study is based on a questionnaire sent to a random sample of agency media directors. An attempt was made to include agencies of every size, character, and geographic location. The returns, which number approximately 100, reflect this diversity.

From 1957 to 1958, there has been a moderate but significant rise in the median income of media directors: from \$9,400 to \$9,700. A glance at the table on the opposite page will show the wide range of salaries from which the median was selected.

The table is more striking for another reason, however: it indicates a lack of correlation between the salaries of media directors and agency billings, between salary and duties, between salary and responsibilities, between salary and age.

There are, naturally, certain general correlations. More often than not, for example, media directors in the \$8,000 to \$10,000 salary range, in small agencies with less than 50 per cent of their billings in consumer media, are assigned account responsibilities in addition to media duties. Similarly, media directors in small agencies (no matter what the salary

level) often wear two, three or even four hats (e.g., marketing research, office management, new business solicitation).

Obviously such correlations are of limited utility. Exceptions and qualifications are too extensive. What all this means, of course, is that the media function is in the process of evolution. As media planning and selection become more complex, it's less and less likely that a media director will be required to perform additional duties in order to justify an adequate salary, or that account executives and research men will be entrusted with the media director's function.

The table, incidentally, provides one clue to the growing importance of media as an integral agency department: nearly 6 out of 10 media directors serve on the plans boards of their agencies.

Salary (\$000)	Agency Billings (\$million)	% Consumer Billings ^z	% Trade Billings ^z	Title*	Number of Subordinates	Duties other than Media ^{**}	Age
35	200	95	5	VP,MD	...	P	55
35	75	97	3	VP,MD	37	P,M	43
30	100	95	5	VP,MD	15	P	50
30	45	95	5	VP,MD	70	P,M,N	40
25	5	95	5	MD	5	P,T	37
22	32	80	10	MD	8		49
20	30	80	20	MD	10	R,P	32
18.5	90	95	5	MD	14	P	50
18	4	98	2	VP,MD	12	R	45
17.5	45	90	10	MD	38		42
15	15	80	20	VP,MD,RD	3	R	36
15	10	40	60	VP,MD	10	A	50
15	18	80	20	MD	26	P	45
15	12	90	10	MD	4	A,R,P	31
15	4	75	25	MD,RD	3	R,P	34
15	36	99	1	MD	40		47
13.5	2	30	70	MD,RD	...	A,R,P,N	40
13	8.5	80	20	MD	6	A	34
13	1.7	5	95	MD,MKD	4	A,R,P	33
13	27	90	10	MD	46	P	43
13	17	95	5	MD	16	R,P	38
12.5	6	75	25	MD	3	P	48
12.5	15	80	20	VP,MD	...	P	36
12	5	95	5	MD	5		33
12	2	98	2	MD,MKD	3	A,R,P	41
12	4	90	10	MD	3	P	32
12	2	60	40	MD	4	P	48
12	3	50	50	MD,S,T	2	R,P,M	41
12	10	96	4	VP	8	P	40
12	10	95	5	MD	3		35
12	11	90	10	MD,RD	6	R,P	37
11.5	80	75	25	VP,MD	5	Ad	40
11	8	70	30	MD,RD	5	R,P,	32
11	4.5	90	10	MD	7		34
10	6.5	75	25	MD	3	P	33
10	8	50	50	MD	4		40
10	2	5	95	AP	1	A,P	37
10	2	50	50	MD,S	3	R,P,Ad	33
10	1.8	90	10	VP,MD	1	A,R,P	42
10	10	40	5	MD	...	A	50
10	26.5	75	8	MD	...	P,N	30
9.7	1.4	99	1	MD	2	R,P	37
9.6	25	25	75	MD	2	P	37
9.6	0.9	30	70	MD,RD	10	R,P	50
9.5	3	15	85	VP,MD	...	A,P,N	32
9	0.8	1	99	MD,MKD	2	A,R	45
9	1	50	50	MD	1	R	57
8.5	28	80	20	MD	2	R	33
8.5	4	95	5	MD	4	R,P	30
8.5	4	30	70	MD	4	R,P	44
8.5	10	80	20	MD	8	P	32
8.4	7	90	10	MD(print)	4		30
8.4	6	73	11	MD	3		50
8.4	2	---	100	MD,RD	2	A,R	35
8.4	1	96	4	MD	2	A,T	28
8.4	2.5	95	5	MD	3	R,P	44
8	0.75	25	75	MD	...	A,R	31
8	6	60	40	MD	4	A,P	48
8	7	90	10	MD	3	A,R	41
8	2	15	85	AE	...	A,R	30
8	1.5	50	50	MD	2	P,T	41
8	1	---	100	MD,AE,RD	...	A,R,P	29
7.8	2.5	25	75	MD,RD	3	R,P	34
7.5	0.25	50	50	MD,OM	1	Ad	50
7.2	0.5	95	5	TV	2	AE,P,C	43
7.2	5	90	10	MD	3	P	39
7	0.1	1	99	RD	...	R,P	39
7	2.5	80	20	MD	3	P	30
7	1	---	100	MD,RD,S,OM	4	R,Ad,M	40
7	2	90	10	MD	2	R,P	32
6.7	1.5	80	20	MD	...	R,P	53
6.5	1.2	---	100	MD	...		46
6.5	1	50	50	MD	5	Ad,P	35
6.3	0.3	25	30	MD,PM	3	A,R,P	31
6	4	60	40	MD	4		32
5.7	0.5	5	95	MD,T	2	M	40
5.4	5	98	2	MD	1	A,P	30
5.2	7	40	60	MD(print)	...	R	28
5.2	1	90	10	MD	4	R,P	42
5.2	2.8	65	35	MD(consumer)	3		25
5	2.8	30	70	MD	...	A,R,P	35
5	1	75	25	MD	4	Pn	41
4.8	2	20	80	MD	...	R	36
4.5	0.7	85	15	MD	...	Pn	48
4.5	1	100	---	MD,AE	4	A,C	23
4	1.5	40	60	MD	5	P	27
3.6	1	15	85	MD	4	R,P	26
3.6	0.25	50	50	MD	3	R	27

*KEY TO TITLES:

MD — Media director
 RD — Research director
 MKD — Marketing director
 S — Secretary
 T — Treasurer
 AE — Account executive
 VP — Vice president
 TV — TV-radio director
 PM — Production manager
 OM — Office manager
 AP — Assistant to president

**KEY TO FUNCTIONS:

A — Account management
 R — Market research
 P — Plans board
 M — Management
 Ad — Office administration
 N — New business solicitation
 C — Copy
 Pn — Production
 T — TV-radio production

* The percentages do not necessarily total 100 since, in the case of capitalized fees, there are many services (e.g., public relations counseling, preparation of annual reports and convention exhibits, direct mail advertising) which are not always classed as either consumer or trade advertising.

Note: Several executives are excluded from this table since they are principals or chief executive officers of small agencies. Their salaries can in no sense be entirely dependent on their media functions. These respondents are, however, included in the median salary computation for the sake of comparison with MEDIA/SCOPE's survey for 1957. The inclusion of these respondents does not materially affect the median.

Why Slenderella Is Mixing Television with Its Radio

It built a business on saturation spot radio, but is now putting money into TV.

By Suzanne R. Wells



Radio's complexion is changing. When Slenderella started using radio 4½ years ago, the medium was not so lucrative and programming was quite different. Most stations programmed personality shows with emphasis on the personality, and while most of them played music, this was not the primary attraction. It was the personality to whom people tuned and listened and in whom they believed. When one of these persons gave a commercial, it had believability. They had one, maybe two, commercials to give in 15 minutes, and could devote more attention to sponsors. Where a DJ formerly had 10 to 15 sponsors, he now has 40 to 50. This is wonderful for the radio industry, but cuts down on the time and attention the DJ may devote to each sponsor, and may result in a somewhat listless delivery.

In addition to the delivery itself, I feel this affluence of radio has made the listener numb to commercials.

With the advent of "music and news," the commercial aspect of radio changed. Madison Avenue bought on a CPM basis, so stations obliged, and that's just what we get now—a low CPM. Personal sell has been de-emphasized, and sound now reigns supreme—continuous music with a minimum of chatter.

People seem to have turned to TV for panel programs, quiz programs, or what stimulates thought. They now turn to radio for companionship . . . for sound in their homes and cars. The radio, therefore, is background music most of the time . . . hence the success story for music and news. It's a friendly thing to have around, but requires little thought or attention.

At any rate, Slenderella's commercials got lost in the heap. We have done what we vowed we would never do . . . cut down on our electrical transcriptions.

Suzanne R. Wells is president of Management Associates of Connecticut, Inc., which built Slenderella into a sturdy business through the use of saturation spot radio in 40 major markets.

Early Use of Radio

Only four years ago, when radio started building Slenderella from 32 salons in seven markets to the 184 we have today in 40 markets, radio people were doing their best. They were glad to get our business, and local personalities tried hard to show their enthusiasm about Slenderella. But now radio has so much business that many local stations have neither the time nor urge to do a really good job for us.

There are so many other commercials squeezed in with double and triple spotting, that people don't hear any one commercial. I was amazed when I was out in Detroit recently and heard a 15-minute commercial. Not for one product. Just commercial after commercial, all run together. It was really a masterpiece of writing. The lead-ins from one product to another made the whole quarter hour flow into interesting conversation. But I was still horrified when I realized what they were doing. I think that all of these back-to-back commercials have reduced the whole effect of radio.

Of course, there is still some mighty good radio around the country. Some stations that have been triple-spotting for a couple of years have finally realized that all that this led to was paying the highest taxes in town. So now, many are going back to a reasonable policy, and are investing some of their earnings into good professional personalities.

Getting on to television, we had some moderate success beginning in January 1956, using class AA time and 20-second spots. This gave us prestige with economy, at a time when we were in the middle of our fastest growth. It was almost impossible then to get these double A spots, because TV was in its heyday, and we had to do head stands to get what we did. But we finally did get our class AA spots in about half the markets we tried for.

We needed the prestige because many of the old "reducing parlors" had rather unsavory reputations. We don't even use the word "reducing" for this very reason. We say "slenderizing."

After moderate results with these AA spots, we decided in the spring of 1956, that 20 seconds were not enough time to tell our story. We needed a full minute at least. That was even harder to get than the 20-second slots in the periods we wanted, so we settled for class A, or, in some markets, even class B time. But all between 7 and 11 p.m. And the only way we got even these was to buy a whole half-hour show around them.

Film Package Tried

Slenderella then tested this idea in the fall of 1956 in 20 of the 37 markets in which we then had salons. These half-hour shows were film packages. Nothing happened.

While it takes from one to two months for Slenderella to determine the impact of a new program or spot schedule in either radio or TV, we get some immediate idea of the effects from telephone calls and patron conversations in the salons. New customers don't say much, but after a woman has gone for about a month, she feels that Slenderella is a friend and is eager to talk about what she has seen or heard on radio or TV. For example, when Slenderella first bought 10 to 14 radio spots on three stations in Philadelphia, telephone calls to salons jumped from 20 (on a good day) to 70 the very first day of the saturation schedule. That's when Slenderella first went into broadcasting in a big way.

But that film package didn't do a thing for us. After killing ourselves getting clearances, we then had to cancel everything we could after only six weeks of operation. It turned out that in Milwaukee, Houston, and Philadelphia, where the film show kept running, it was the highest-rated show. But high rating doesn't always mean sales.

We learned a good deal from that all-market film package experience. Now we are using the test market approach. Our only previous use of testing had left us a little disillusioned. This was approximately five years ago when Slenderella first began opening salons in New York City. We ran advertisements in the *Post*, *News*, *Journal-American*, and *Mirror*. The salon receptionists buttonholed every new person who walked in the following day, and asked where they had heard about Slenderella. Sixty percent said in *The New York Times*.

This fall, preparatory to our recommendations for this year, we cancelled radio in four markets and just ran TV spots. On the basis of our experience, Slenderella will look at each market on its individual requirements. In some markets you have to use all radio. For example, in Boston and Pittsburgh you couldn't get decent TV time because until recently they were one-station markets. In others, where radio is back-to-back triple spotting, we will use television.

And a lot will depend on the habits of the local population. In Detroit, where everyone drives a new car, and there are wonderful highways with overpasses right in town so that you can avoid traffic jams, we'll use early morning and 5 to 6 p.m. radio to reach the people driving to and from work.

Our first use of net TV was the basic NBC network plus Phoenix. There wasn't too much waste there. We've con-

sidered regional nets, but they don't work for us because they are all vertical. They run from north to south. They give you the entire East, or the entire West. But we have hardly any distribution in the South. It's all across the country, but in the northern half. What we need is a regional network running from east to west.

The reason we have concentrated on live television, since our experience with the film package, is that people seem to like personalities and the personal sell. But we may use some film this year on late-late movies.

In order to make our advertising pay, we have to have at least four or five salons in a market. There are exceptions, like Florida, where two salons in a city pay off, because half the population is on the road, going from one town to the next, with the auto radio on.

As in net radio, we get a lot of waste coverage when we use national magazines like *Good Housekeeping* and *Cosmopolitan*. But we think it pays off in prestige, and it takes only 3 per cent of our budget.

Advertising Tie-ins

On the new products we are endorsing, plans have been in the works for two years. But Slenderella wanted to wait for real high-quality products with consumer acceptance, before it took on any tie-ins. If a woman doesn't like one product with our name attached to it, she is likely to be down on the whole lot, even our salons. And she'll tell her friends.

We waited, and now we have some fine products. Bread made by General Baking Company and Smucker's non-fattening jelly are promoted locally in cities using local radio and newspaper. We gave our "Slenderella Cook Book," written by Myra Waldo, one TV commercial on our Queen for a Day show. So far, this is the only franchise product we have had on network television. Except for that one commercial, we promote our cook book with radio.

Plans are being made for Slenderella lingerie. Munsingwear girdles bearing our name are scheduled for testing in the Chicago market next month. Frozen low-calorie dinners with the calorie count stamped right on the package for everyone to see, and low-calorie canned fruits and vegetables will be introduced.

We even have a Slenderella doll that made her debut at the big Chicago toy fair in March. That's when all the retailers put in their orders for next Christmas.

The bread was started in Detroit with full-page four-color newspaper advertisements and 30-second radio spots, 12 of them on three stations in October. So far, most of our franchised products have run their own advertising in their local market with their own money. But the bread budget was partly ours. Between us, we put up \$100,000 in Detroit to launch Slenderella Bread. On the jelly, Smucker pays for the print advertising, and we pay for broadcasting, because we already have a good many time slots contracted for. On one show, we alternate spots, one for our salon and the next for our franchised product.

Bigger Budgets, Better Choice of Media Will Help Railroads

More TV, newspaper spots, ROP color, regional magazine editions recommended.

Approximately 0.27 per cent of operating revenues of Class I railways in the U. S. is devoted to advertising. In other words, the average road spends \$27 in advertising for each \$10,000 of operating revenues. Over the last five years this relationship has remained relatively stable, as shown in Table I.

TABLE I

Year	Operating Revenues	Advertising Expenses	%
1952	\$10,580,762,001	\$25,665,617	0.24
1953	10,664,168,861	27,562,543	0.26
1954	9,370,825,506	24,938,824	0.21
1955	10,106,329,593	26,854,673	0.25
1956	10,550,942,886	28,091,358	0.27

It is interesting to note that the total advertising expenditure by the lines in 1956, at \$28,091,358, was just half the investment in advertising by a single motor manufacturer, Ford.

It is also apparent that in the years of descending operating revenues, the advertising appropriation does not slide down just in proportion, but at an accelerated rate. On the basis of probable revenues of \$10.5 billion in 1957, it is possible that approximately 0.26 per cent of revenue was spent for advertising, or around \$27 million. The rate may drop to 0.21 in 1958, because it is expected that the roads' net income may fall 20 per cent under last year, although the operating revenues will remain somewhat the same.

Although the relationship between advertising expenditures and railroad revenues does not vary greatly from year to year, the same cannot be said for the individual roads nor for the differences in spending among the roads grouped by geographical region. How the roads spend by region is shown in Table II.

Fluctuations in advertising by the various lines are often wide and difficult to understand, because they are not accompanied by corresponding fluctuations in revenue. Just picking the advertising appropriations of several roads by pairs of adjoining years, we find such extremes as these: \$93,000 and \$217,000; \$133,000 and \$243,000; \$711,000 and \$895,000; \$876,000 and \$1,450,000. Or to put it in percentages, in one case where there is a drop of 14 per cent in operating revenues, there is a slash of 39 per cent in advertising expenses; in another case where there is a decline of 4 per cent in revenues there is a jump of 244 per cent in advertising expense. Many similar contrasts can be pointed out.

In the cases of railroads where such wide fluctuations exist, there is suggested a lack of consistent and continuous advertising effort, and this implies either lack of clear marketing policies or lack of faith in advertising or both. Actually, the term *advertising expense*, as used in the ICC tabulations, might better be considered advertising *investment*. Advertising is an investment in better business and good-will. But an advertising investment plan, like any investment plan, has to be pursued with faith, consistency, and a definite objective.

TABLE II

Region	Per Cent Advertising To Operating Revenues
New England	0.27%
Great Lakes	0.23
Central Eastern	0.16
Pocahontas	0.28
Southern	0.18
Northwestern	0.28
Central Western	0.43
Southwestern	0.21
TOTAL U. S.	0.27

A comparison of the budgeting by a handful of roads is contained in Table III. The big appropriations go to newspapers, magazines, and printed matter. It is hard to

This material is extracted from an address given last month by Roger Barton, editor of MEDIA/SCOPE, before the Association of Railroad Advertising Managers in Washington, D. C.

TABLE III.

HOW SIX RAILROADS ALLOCATE ADVERTISING APPROPRIATIONS
(For year 1958, by Regional Classification)

Item	Cent. West.	Cent. West.	Pocahontas	Southern	Southern	Southwest.
	More Than \$1,000,000	Less Than \$1,000,000		Less Than \$1,000,000	Less Than \$1,000,000	Less Than \$1,000,000
Newspapers	27.2%	13.6%	19.0%	49.4%	53.7%	10.3%
Magazines						
(Nat'l & trade)	22.5	12.0	53.0	6.3	7.3	22.6
Radio	5.7	8.3	2.0			
Television	2.9	8.0				
Billb'rds & Signs						
(Displays, exch'ts)	5.9	4.1		6.6	3.7	17.5
Motion Pictures		10.0				3.8
Printed Matter*	11.3	17.5	19.0	23.9	15.9	10.9
Special						
Projects**	6.6	8.2				
Fixed						
Expenses***	17.9	18.3	7.0	13.8	15.6	38.7
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

* Includes calendars, memorandum pads, photographs, playing cards, menus, matches, framed pictures, and in most cases, time tables.

** These are special projects that have their own advertising appropriations.

*** Includes AAR expense, salaries, office expense, rental, auditors' charges, travel, guide representations.

discern any pattern, however. Indeed, if one railroad advertising manager wished to confuse another, a good way to do it is to let him see the former's advertising budget. It is easy to understand the generous use of newspaper and magazine advertising, but it is less easy to understand the general neglect of radio and television. There is probably the temptation to use a great deal of printed material, because railroad audiences are often captive audiences, and the distribution of this material can be done by employees who are already on the pay roll.

There are two developments in newspaper advertising that may be of use to railroad advertising managers. One is the impressive use of ROP color, and the other is the use of so-called newspaper "spot" advertising.

A development among national magazines that should interest railroad advertising managers is the increase in the numbers of such publications that issue regional and sectional editions. Railroads are often of a regional nature, hence could be advertised economically in the regional editions of national magazines.

There is a strong relationship between good-will and the freight business. The negative attitudes toward commuter passenger service by businessmen living in suburban areas must occasionally be translated into negative attitudes toward railroad freight service when these men are called upon to choose ways to ship their companies'

goods. Radio and television announcements can tell the public about local operating problems. And what is wrong with television to give a picture of railroad service? The railroad business is more pictorial than most, and would seem a natural subject for the television screen.

Five Recommendations

Here are five recommendations for railroad advertising managers:

1. To do everything in their power to help rid the roads of the deadening hand of Federal regulation.
2. To seek always to convince their managements that advertising is a worthwhile endeavor that produces returns in new business, good-will, and the development and location of new industries along railway lines.
3. To strive for an advertising program that has a clear mission, that is supported by adequate funds, and has long-range objectives.
4. To build respect for themselves among their managements by presenting advertising plans that are impelling and convincing, and to strive always to have managements respect their status as professional advertising men.
5. To study the varying values that are offered by print and broadcast media, in order to be alert to distinctive qualities and characteristics of the different media and to link these with railroad needs for promotion.

Take-a-bow Dept.

CORNELIUS B. DONOVAN

Dean of media buyers

A gray-thatched, pleasant, vociferous gent, Cornelius B. Donovan, vice president of Charles W. Hoyt Company, Inc., New York, is the recognized dean of media buyers in America.

Anybody who has had anything to do with media has met Donovan, known far and wide as "Con." Whenever his name crops up on Madison or any other advertising avenue, those who know him will smile in happy reminiscence.

His department is wide open any morning during the week for any media representative who wishes to call. If a detailed presentation is to be made, Donovan sets up an appointment for an afternoon when the presentation can take place without outside disturbance.

Although he's a hardened media veteran who has been with Hoyt since 1910, Con Donovan has never let time pass him by. Today, as in yesteryear, Con is regarded as one of the most progressive media buyers in the business. Alert to changes in advertising strategy, he is always willing to listen to a new proposition.

Donovan has probably bought me-

dia for more types of products than any other buyer. His agency has always had a variety of accounts, including food, travel, tobacco, banks, and many other categories.

Born February 17, 1896, in Jersey City, N. J., Donovan was educated in the local schools, and attended St. Regis High School before going after his first job.

Back in February 1910, Charles W. Hoyt Company, then situated in Connecticut, needed a red-headed office boy to guard the New York office in the Metropolitan Life Insurance Company building. Donovan was then as he is now—inquiring, knowledgeable, filled with curiosity. Before long, Donovan was doing everything and learning plenty.

In 1914, Donovan was made assistant media buyer and later became full media buyer. In 1918, he left to join the Navy. After service, Con returned to Hoyt. Following several years of all-around agency work, he became a space buyer which he has been ever since. For the last 15 years, Con has been vice president and a director, in charge of all media relations.



In 1925, Cornelius Donovan married Martha T. Murray at St. John's Cathedral in Brooklyn. Her business background had been mainly advertising. Mrs. Donovan had been secretary to Roy Durstine and later Jake Fraser, then president of Blackman.

Considering the backgrounds of both Donovans, it is no surprise that their children have followed advertising. The oldest, Con, Jr., is advertising and sales promotion director at Ansco, daughter Jane is with Cortez Enloe Agency. Another son, Mark, who died in 1956, had been with Hearst Advertising Service.

"As an active practitioner in media buying for well over 40 years," sums up Cornelius B. Donovan, "I have run the gamut of change and improvement in advertising. It's been all for the better. Media buying today is not the function of one man or one department. It is groups working together with market research and media experts."

JOHN McCARTHY

The Big Boston Stores
 that get the Big Bulk
 of the Business
 use the Newspaper
 that gets them
 the Big Bulk of Boston's
 Spending Power

JORDAN MARSH
 Herald-Traveler led
 2nd paper by 1,132,577 lines



FILENE'S
 Herald-Traveler led
 2nd paper by 92,216 lines



FRANKLIN SIMON
 Herald-Traveler led
 2nd paper by 98,914 lines



PECK & PECK
 Herald-Traveler led
 2nd paper by 26,804 lines



BONWIT TELLER
 Herald-Traveler led
 2nd paper by 163,141 lines



BOND CLOTHES
 Herald-Traveler led
 2nd paper by 70,328 lines

Here are the stores that do the big bulk of the retail business in Boston. See how they spend the big bulk of their advertising money in the Boston Herald-Traveler. It's first in retail newspaper lineage - first of all media in retail ad revenue from the

big stores. It's so simple. It's all because the Boston Herald-Traveler delivers the Big Bulk of the total spending power in the big Boston market. It's also true of the biggest shopping centers of Greater Boston. It's been true for years.

TOTAL DISPLAY LINEAGE IN BOSTON * 1957

HERALD-TRAVELER	27,129,048	44.5%
GLOBE	22,443,855	36.8%
RECORD-ADVERTISER	11,356,333	18.7%

*Larger daily plus Sunday

IT'S A WHALE OF A MARKET - and the Herald-Traveler
 is Boston's Basic Buy
 One Contract Delivers the "Big Bulk" in Boston

The Boston Herald-Traveler

Represented nationally by **GEORGE A. McDEVITT CO., INC.** New York • Chicago • Philadelphia • Detroit • Los Angeles
 Special travel and resort representative **HAL WINTERS' COMPANY**, 7136 Abbott Avenue, Miami Beach, Florida

YOUR DOLLAR BUYS THE MOST IN MONEY



IVY'S DAY'S POST!



BOOMING. Circulation of The Saturday Evening Post is breaking records as fast as they're made. Now averaging over 5,700,000 each week. Up in both newsstand and subscription sales at the same time. (The latest ABC statement shows the Post with half a million more newsstand sales than the other big weekly.)

BONUS. Advertisers are currently getting an average weekly bonus of over 500,000 copies. New rate base of 5,600,000 doesn't go into effect until July 19.

BIG BUY. Even excluding the bonus, the Post's cost-per-thousand circulation is lower than Life's.

BRAVOS. Politz proves 9 out of 10 Post readers like and approve of Post advertisements. Your message is welcomed. Responded to.

BOOSTERS. Politz further proves that Post readers are Influentials. They talk about, recommend the things they read. Their word-of-mouth influence moves sideways — neighbor to neighbor, friend to friend — multiplying your sales force by millions. And the Post reaches Influentials on every spending level.

BULLISH. More and more advertisers are getting more and more bullish on the Post. On top of 187 new advertisers added last year, 44 more joined up in the first seven weeks of 1958. To put more steam in your sales, put the year's hottest book on your schedule now!

Sell the POST INFLUENTIALS
-they tell the others!



The Saturday Evening
POST

A CURTIS MAGAZINE

6 Big Don'ts In Buying Local Radio Time



By Duncan Mounsey

General manager of WPTR, Albany, gives some helpful hints on time buying.

To think of radio today as it used to be instead of as it is, leads only to confusion on how to get the most out of the medium. The buying of print media and television seems to be almost an exact science compared with the buying of radio. Media people know which magazines, business publications, and daily newspapers will meet a product's sales needs, and what kind of TV audience will give desired results. But, a lot of time buyers are at sixes and sevens when it comes to radio. Unnecessarily so, because radio is actually easy to buy, if the role of radio is as well understood as that of other media. However, there are too many superstitions, misconceptions, and obsessions about radio's new role in our community.

It is with the intention of ridding us of these bugaboos that I offer the following suggestions.

1. Don't buy radio by program as with television. Radio today is an omnipresent companion, at home, on the road, at the beach. It is for diversion and general information, not a showcase for pin-pointed entertainment and educational programs. That role has long since been taken over by television, which can now do much better than radio what radio used to do. People naturally prefer to see on television the shows they could formerly only hear on radio, but they do like to listen to the popular music of the day and short lively newscasts when circumstances and the mood suit them. Radio is not competing with television; it is providing a new kind of entertainment of its own. Thus, the music and news format has become basic for much of radio, and where skilfully applied has been successful in building large and loyal

audiences. Radio today reaches a cross section of the common denominator of a community. It is a broad mass population, not only one element.

Important in radio is a cumulative audience, the maintenance of a steady peak share of the community audience at all hours. A successful station will reach during an entire day a total audience several times larger than the audience at any one point. It is advisable, therefore, that a well-spaced schedule of spot commercials be used to get maximum reception for a sales message. An advertiser is buying a *market* with radio today, and the station that can deliver that market. A single program, even an effective one, will deliver only a small share of the total market potential, and it may reach, in some markets, a smaller audience in its time slot than another station with music and news programming. The market's the thing.

2. Don't succumb to popular misconceptions on audience content. It is wrong, and dangerous from a sales point of view, to assume that music and news programming appeal to less desirable or important areas of the population. Popular music is called such because it is enjoyed by the majority of people. Nor is it true that teen-agers make up the bulk of popular-music audiences. *Pulse* surveys show that teen-agers compose only a small part of such audiences at any one time. Youngsters are no more than 8 per cent of a radio audience, and there aren't enough of them in any market to produce a large audience for any station. There isn't any such thing as "adult music" *per se*. A large audience station, even one with a big teen-age audience, would still have the largest percentage of adult listeners, thus offering a market of both today's and tomorrow's buyers.

Duncan Mounsey is executive vice president and general manager of WPTR, Albany, N. Y.



COVERAGE WAGON: Author conducts remote interview from downtown Troy, N. Y., with aid of one of WPTR's four mobile news units.

Confusion on audience content is often caused by conflict with one's own personal taste, as well as reluctance to accept the fact that the nature of radio and the service it performs have changed. Television caters to separate group tastes. Radio, for the most part, does not and cannot. A buyer's job is to buy, not to pass cultural judgment.

3. Don't categorize. Don't judge a station in one market by a seemingly similar type in another. Just because a station plays a certain kind of music and has a certain rating in its area does not mean that other stations playing substantially the same music have the same audience. Nor should it be assumed that music is the sum total of programming. Other elements enter into successful programming, with the accent on particular community needs and activities.

4. Don't confuse radio's impact in smaller markets with its position in the top 10 or so. In the largest markets, radio is often more impersonal, has less intimate relationship with the people, and in some cases does cater to specific segments of the population. In the top markets there is room for different audiences and different kinds of programming, and stations can specialize and be profitable. But this is true also because in such markets radio is more of a pure entertainment medium than a community force. In the smaller, but important markets, where the local populations and interests are less diversified, radio often becomes a focal point of community interest. It engages in many local public service activities, participates in local campaigns, serves as a clearing house for local information, assists the local citizenry on personal problems, engages in local promotions, both in its own behalf and for community projects, and in general assumes an easily identifiable community personality. Such a station is close to its audiences, and is actually a part of their lives. It thus becomes not only an

outlet for public expression, but also a major outlet for community reactions.

5. Don't try to second-guess community taste in radio entertainment. Don't be judge and jury on what you think people in a certain area should like. They like what they like. You're out to move merchandise, and the way to do it is through the medium that the people respond to. You may feel that a certain station or a certain program is more to your liking, and buy accordingly, but once your personal aesthetics are appealed, what do you have? Probably a bad buy. Radio audiences are more complicated than you may suppose, and there are many factors in a particular community that determine their station loyalty.

6. Don't make a buy because it's easy and looks good to the client. Radio is not hard to buy if what you expect to get out of it and what you can get out of it are clearly understood. Short cuts may be a substitute for knowledge, but they may not pay off. For instance, a buy that supposedly shows a large audience because of large "coverage" may actually produce no results. Where people are within that coverage is what is important. The bulk of an audience should be concentrated in a major marketing area. A football line stretched from one side of the field to the other would be riddled by the opposition, but in solid phalanx would offer stiff defense. A radio buy has to impress the dealer to get him to stock and merchandise your client's product.

It all gets down to reaching each market. Across-the-board, across-the-nation buying may seem like an easy way out, but effective market merchandising can be just as easy, and certainly more rewarding, if the proper approach to modern radio is used in the first place. Simply decide what markets you want to cover, and then buy the stations that control those markets most effectively. ■

How \$160 Million Is Spent in Proprietary Drug Media

Guideposts given for choice of media to reach most prospects at the lowest cost.

By Edmund F. Johnstone

Back in the days when the rumbling wheels of the patent medicine man's wagon could be heard threading their way along the country's rocky, pitted roads, the pitchman's problem was simple. He had his wares to sell, and he had his advertising techniques. He had a big bass drum and sometimes a ringing triangle to summon his customers from their houses. Once they stood in back of his wagon, all he had to do was cajole, wheedle, and beg them to buy . . . and most often they did. Then, quickly, he had to duck from sight, before his market discovered that their fine mineral water might blow up in their faces.

Down through the decades since then, the patent medicine man has grown up. He can no longer run and hide from his customers . . . and he no longer needs to, for now the product he sells usually does what it says. In fact, even the phrase "patent medicine" has fallen more or less into disuse, and has been replaced by the far more staid, conservative phrase, "proprietary drug."

Business Has Matured

However, even though the proprietary drug business has matured, and even though its advertising practitioners today are solidly reliable business men, it can certainly be said that the field is a shade less restricted than the ethical drug business. For while the ethical drug manufacturer advertises, if at all, only to members of the medical profession, the proprietary advertiser has before him the whole vast, richly varied consumer field. His choice of media, then, is broad, and his problem complex. The media decisions he makes can never be simple, as I shall indicate in the following paragraphs.

In the year 1956, proprietary drug manufacturers spent well over \$160 million in traceable media. The big bass

Mr. Johnstone is executive vice president of Dowd, Redfield & Johnstone, Inc.

drum that they beat the loudest was spot TV, which boomed to the music of over \$45 million. Next came network TV, where almost \$40 million was expended. Newspapers and general and farm magazines ran close together, with approximately \$24 million and \$22 million pouring into each respectively. Bear in mind, however, that the figure for newspapers especially must be ultra conservative, since it does not include cooperative advertising. Spot radio (figures are not readily available for network radio) gave forth \$19.8 million worth of sales messages; Sunday supplements accounted for over \$8 million. The balance is made up in outdoor, transportation, and other somewhat more specialized media.

Add to this the many millions of dollars that annually go into direct mail, point-of-purchase, various dealer aids, calendars and almanacs, and other such "media," and you have a fairly clear picture of the breadth of choice the proprietary manufacturer faces.

You may ask what it is that dictates the selection of one medium over another. Unfortunately—or perhaps, *fortunately*—there are no hard and fast rules. Each case must be judged on its own particular set of facts. No single medium can be said to be all things to all products. What worked for one product yesterday might fail for a similar product tomorrow, so each new decision is fresh and unique. However, in the very broadest, most general terms, there are guideposts that we feel to be of some value.

Media Guideposts

Shall we use television? The idea seems especially attractive if the product can be *demonstrated*.

What about newspapers? Very good, particularly if the product has *news value*. (Give us good position, please.)



Magazines and supplements? Indeed, especially if our sales story is such that we would like it told in a more leisurely, long-lived fashion.

How about radio? Fine, especially if it is of great importance to us to say it again and again. *Repetition* is the key.

That is about as close as we feel we can come to any general, all-encompassing rules. Over and above this, of course, there are certain other benchmarks that we can turn to in terms of specific choices. Some product types in the proprietary drug business have broad, general appeal. Others find their market in a more selected, narrow group. An aspirin tablet can be sold to anyone. Sooner or later, everyone gets a headache. A geriatric preparation, on the other hand, has appeal to a highly restricted group. It would make no more sense for us to aim our aspirin campaign at the older group only than for us to go after the whole world with the geriatric product.

There is bound to be some waste in any campaign. Our media people . . . and that includes those of us at the account level, for we must all, in a sense, be media men, try very hard to keep this waste to the barest possible minimum. We may not always succeed, but if there is any single principle, any guiding light in our media selections, this is it: reach the greatest number of prospects at the lowest possible cost. From there on in, it's not the medium, it's the *copy* that sells.

Just as any other advertising agency, we have had our share of success with the different media available to our different products. Radio has proved of notable value in many cases, television in many others; newspapers, supplements, magazines . . . all have proved of inestimable worth in relation to specific problems. From this, and from the fact that we have almost inevitably used a *combination* of media, we have been able only to conclude that no single medium is or ever can be the perfect answer for all products. To us it is obvious—as I'm sure it is to all—that if any one medium were the sole answer to all problems, then no other medium could continue to exist.

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GOOD HOUSEKEEPING GAINS

Good Housekeeping's total billing in 1957 was \$21,015,812, a gain of 9.3 per cent over 1956.

Time Buyers Regard Ratings As Guides in Media Decisions

NBC Spot Sales gets replies from 326 buyers on first poll in new series.

When NBC Spot Sales analyzed the answers to the first questionnaire returned by its recently formed time buyer opinion panel on the subject of ratings, it found that by far the largest number of respondents thought that ratings are important tools, but should be used as guides only . . . not as final arbiters of a buying decision.

The majority of the panel believed that ratings are best used when examined over a period of time, to trace trends in program popularity. Even then, most agreed that such other important factors as audience composition and adjacent programming must be considered. Indeed, 96 per cent of the panel reported that they "always" or "frequently" considered audience composition in the purchase of announcements, as well as in program buys.

The size of the agency represented by respondents appeared in many cases to bear a relationship to buying practices. NBC Spot Sales divided their respondents into two categories: buyers with large agencies, with broadcast billings of more than \$5 million, and those working for smaller agencies with billings under that figure.

While three quarters of all panelists told NBC that an "upward rating trend" over a period of several months was an important consideration, and had influenced decisions on many occasions, 85 per cent of large agency buyers emphasized this point, compared to 67 per cent from smaller agencies.

The average panelist was found to use at least two different rating services when buying either radio or TV time. ARB and Nielsen led the field in use for television buying, while Pulse and Nielsen headed the rating services most popular with radio buyers. In fact 95 per cent of the TV buyers in large agencies, and 86 per cent of small agency buyers reported using ARB, with 71 and 58 per cent, respectively, saying that they use Nielsen. A close third among small agency time buyers was Telepulse,

with 53 per cent usage. Nielsen, however, was found to be somewhat more popular among large agency buyers of radio time, with 72 per cent usage, compared to 56 per cent among small agency buyers.

Frequency of Use

One interesting finding of the study was the frequency with which buyers average ratings of two or more different services in order to come up with a "composite" figure. Although only 5 per cent of the buyers said that they "always" averaged ratings, 44 per cent reported doing so frequently, or sometimes. This practice was found to be more common among the smaller agencies, and 69 per cent of the large agency buyers stated that they never averaged ratings of two different services.

The first thing that happens to most rating figures when they fall into the hands of a buyer was found to be "projection." Half of the large agency buyers reported that the leading source for station circulation figures, used in the projection of ratings, was a trade publication. The "agency's own estimate" ran a close second among these buyers, with 43 per cent relying on the latter figures. Small agency buyers, on the other hand, proved most willing (38 per cent) to use coverage figures supplied by stations or their representatives. Only nine per cent of the large agency buyers reported using the latter source. However, 44 per cent of all panelists stated a preference for using NSI or ARB area study figures for "total homes reached," whenever possible, rather than projecting ratings to a coverage base.

Two of every five buyers on the NBC Spot Sales panel stated that they used cost-per-thousand "cut-off" points beyond which they would not buy. This practice, however, was thought by Spot Sales research men to reflect the policies of specific clients, rather than those of agencies or of the buyers themselves.

Media Buyers Question Newspaper Network Idea

Say bulk and frequency discounts by individual newspapers would get warmer welcome. Recall ANAN failure.

About nine years ago, the American Newspaper Advertising Network packed its presentation in mothballs and wrote "30" to a stormy three-year history.

Today, there is talk of a new national network of newspapers. It would be sold to national advertisers as a package, complete with discounts and central billing. In fact, Charles B. Lord, advertising director of the Indianapolis *Star & News*, and new president of the Newspaper Advertising Executive Association, urges that one or more newspaper networks be developed. He says it would then be easier for national advertisers to use the medium.

Why the interest in an idea which until recently was considered as stale as last week's newspaper?

First, national newspaper lineage dipped in 1957. Now newspapermen are casting about, as they did in 1946 when ANAN was formed, for ways to lure national advertisers into heavy, continuous newspaper commitments.

Second, J. Walter Thompson's Interurbia concept is liked by many newspaper executives.

Interurbia—huge geographic marketing units or super-metropolitan areas such as the eastern Interurbia running from Boston to Virginia—has not been too well accepted by many advertising men. Few informed marketers (including J. Walter Thompson) consider the concept a firm enough base on which to build current advertising and media strategy.

Nevertheless, the presentation reportedly set the NAEA convention buzzing. Some newspaper executives see regional newspaper networks tailored to fit Interurban boundaries as a golden opportunity to cash in on the new media thinking.

But media buyers would do well to

examine the last newspaper network experiment before pinning too much hope on a central newspaper sales agency.

The ANAN was no shoestring operation. It was backed by some of the best and most influential newspapers in the U.S.* The moving spirit behind ANAN was Harold Sherwood, advertising manager, New York *News*. Its headquarters staff included Ed Madden (now of Keyes, Madden & Jones), Larry Hansen and George Benneyan (both now with *Look* magazine), and Dan Moran (now with *This Week*).

ANAN was armed with a research study by Marion Harper, Sr., which indicated that a newspaper network was needed and wanted. It offered a reasonable flexibility. Advertisers could buy region by region in any combination, and only 80 per cent of the basic papers in any one region.

There was a reasonable scale of discounts—from two per cent to sixteen per cent, depending on volume and continuity.

ANAN provided market data and research. It offered a single order, a single bill.

In short, it could not fail. But it did. ANAN's mourners say the reason was a rock on which many an industry-wide scheme has foundered before and since: the unalterable individualism of newspaper publishers. At no time did ANAN sign more than 46 newspapers, far below the planned 68 basic papers and 149 optional dailies.

Here are some reasons why publishers stayed out or deserted:

Some publishers frankly thought they could do better on their own.

Some were wary of supporting a costly national sales office.

Some publishers became impatient at the sluggish pace with which business flowed in from ANAN, withdrew support prematurely.

Most important of all, as one former ANAN executive puts it, "business began to be good. ANAN was born in necessity, died in prosperity."

In the last analysis, it is pointless to assign blame for the failure of an experiment which never captured the imaginations of advertisers.

Having a central headquarters today for order and billing apparently doesn't have the appeal claimed for it. Says one advertising executive: "I don't care how many orders the agency has to write out."

Essentially, what advertisers want from newspapers is not ease of buying, but volume and frequency discounts. ANAN, it's true, offered such discounts, but tied them to a packaged system.

One agency media executive points out: "It's too much to expect a newspaper network to win advertisers away from a newspaper strategy concept that publishers spent 30 years building."

That concept—the purchase of newspaper space market by market to solve local problems fast and flexibly—is incompatible with purchasing newspapers in blocks of 20 or 50 for thirteen weeks at a clip. (There are a number of local "networks" of varying size, but these differ from a network which packages newspapers into a big-area complex.)

In a subsequent issue, MEDIA/SCOPE will offer a discussion of American Newspaper Advertising Network by Edward Madden, president of the Chicago agency of Keyes, Madden & Jones. Mr. Madden was at one time president of ANAN.—The Editor.

*Among them: New York *Times*, New York *News*, Chicago *Tribune*, Philadelphia *Enquirer*, Philadelphia *Bulletin*, Des Moines *Register & Tribune*, Los Angeles *Times*, Boston *Globe*, Boston *Herald-Tribune*, St. Louis *Post Dispatch*, Milwaukee *Journal*.

The new generation means Business...



The new generation means AUTOMOBILE BUSINESS!

A big factor in Detroit's thinking is the impact of youth on used car sales and family new car purchase. They know, as we know, that what goes on under the hood is second nature to boys, and that an enthusiastic recommendation from the boy in the family helps clinch the sale. Proof positive? Chevrolet, Chrysler, Ford and General Motors run full page consistent schedules in BOYS' LIFE.

Advertising with general audience appeal has no effect on youth. The only way to reach them and impress them is in their own language in their own magazine.



1,800,000

NET
PAID
pub. est.

The Magazine That Reaches the NEW GENERATION • Published by the Boy Scouts of America

Canadian Radio Homes Increase 78% in Decade

*Broadcast Advertising Bureau reports
an additional 1,400,000 sets in cars.*

All phases of Canadian radio have undergone steady growth since 1946, from number of radio homes and stations to programming quality, especially during peak morning listening hours.

According to a study by Canada's Broadcast Advertising Bureau of rate and circulation trends of 166 private stations from 1946 to 1957, the average one-minute class "A" rate for these stations has increased from \$7.04 to \$10.95 since the 1946 base year, and the average hourly rate has risen from \$60.88 to \$83.81. But in the same period, the number of radio homes jumped from 2,214,300 in 1946 to 3,930,000 in 1957. Number of private commercial AM radio stations serving Canadian listeners has risen from 99 to 173.

The ten-year increase of 1,715,700 Canadian radio homes does not highlight the growth of radio listening so dramatically as set sales. In this period a total of more than seven million sets of all types, home, auto, portable, and combination, were bought by Canadians. Today's sets are distributed among 96 per cent of all Canadian homes. The average number of sets for a Canadian radio household is 1.7.

Figures from the Broadcast Advertising Bureau compare these 7,500,000 radio sets with 2,866,600 Canadian television sets.

Listening Time

Perhaps one of the most dramatic comparisons is that of average time spent listening in Canada and the U. S. Nielsen figures show average daily listening in U. S. radio house-

holds of two hours and 10 minutes. BAB figures are 4 hours and 17 minutes of average daily listening by Canadians.

The increased use of portable and automobile radios in the last 10 years has meant a leveling of the listening peaks throughout the broadcast day and has produced additional listeners who do not appear in a BAB report based on the Bureau of Broadcast Measurement Time Period Audience Survey of radio made in late 1956.

This report on home radio listening shows that peak listening hours in 18 metropolitan areas, as well as in 126 non-metropolitan areas less easily reached by other major media, occur between the hours of 8 and 9 A.M. and between noon and 1 P.M. In the non-metropolitan areas, approximately 51 per cent of radio homes are tuned in between 8 and 9 A.M., compared to 44 per cent for the metropolitan areas studied. Peaks for the noon period are 49 per cent rural and 42 per cent metropolitan. Another, but smaller peak in Canadian in-home radio listening occurs between 6 and 7 P.M. Rural homes tuned in are 35 per cent, compared with 29 per cent for the metropolitan areas.

This "Report on Radio Listening in Canada" represented the first time in Canadian broadcasting history that this type of information had ever been available. However, this report was only the first, and BAB will publish a similar report this year.

While this first report did not cover out-of-home listening, BAB figures that 1,138,000 Canadian homes have at least one radio-equipped motor car. Homes with two bring the total num-

ber of automobile radios to 1,400,000.

The first survey by the Dominion Bureau of Statistics on the industry-wide financial statistics of Canadian radio and television give figures for 1956 and 1957. Included is the first such information on non-CBC stations to date. While total broadcast revenue for CBC radio stations was \$2,324,594, that for 160 reporting independent Canadian stations came to \$38,415,386. Ontario led the provinces with 52 stations grossing \$12,325,027, followed by Quebec's 37 stations grossing some \$9 million.

Government Regulation

Although government regulation of radio is carried out through the Board of Governors of the Canadian Broadcasting Corporation, Canadian rules for broadcasters follow the same general lines as those for U. S. broadcasters. CBC regulations state that they provide for "only some minimum standards."

In addition to other powers concerning broadcasting, CBC is authorized to make regulations to determine the proportion of time devoted to advertising, and to control the character of such advertising. The latter includes prohibition of commercials for unauthorized insurance firms, private financial securities, mining, oil interests, liquor, beer, or wine advertisers, except in specific and limited cases, or for "any act or thing prohibited by the law of Canada or of the province in which the station is located." Proprietary or patent medicines and medical treatments are also forbidden use of radio except under limited conditions.

BIG EARNINGS

AVERAGE ANNUAL FAMILY INCOME

\$6,099

by
BIG SPENDERS

TOTAL RETAIL SALES

\$603,000,000

in a
BIG MARKET*

POPULATION

516,300

offer you a

BIG OPPORTUNITY

blanketed by **ONE NEWSPAPER . . .**
St. Paul Dispatch-Pioneer Press

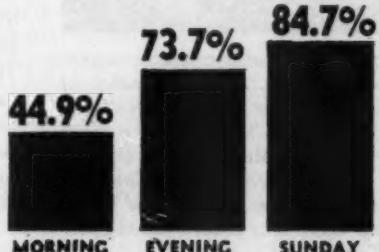
Here is a giant market, rich in spending power which you will miss unless your advertising message appears in the only newspapers offering SATURATION COVERAGE—the St. Paul Dispatch-Pioneer Press.

*Ramsey, Dakota & Washington Counties. May 10, 1957 Sales Management Survey of Buying Power.

ST. PAUL

DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

FAMILY COVERAGE
Ramsey, Dakota and Washington Counties



Other Twin Cities newspapers — Morning 3.9%, evening 6.5%, Sunday 16.7%. Sources: ABC 3-31-57, S.M. Survey of Buying Power 5-10-57.

REPRESENTATIVES

RIDDER-JOHNS, INC.
NEW YORK - CHICAGO - DETROIT
SAN FRANCISCO - LOS ANGELES
ST. PAUL - MINNEAPOLIS

Media Have the Right, Sometimes the Duty, To Refuse Advertising

Typical situations and conflicts described, with legal precedents.

By Morton J. Simon



Morton J. Simon is a member of the Philadelphia Bar. He is the author of the definitive "The Law for Advertising and Marketing." He is writing a series of articles for MEDIA/SCOPE, the two that have appeared being "Taxes on Advertising: Their Meaning for Media Buying" and "Who Owns Unused Space and Time?"

Here are three situations concerning the right and duty of media to refuse advertising:

Case 1: A slick woman's magazine receives an order and plate from a manufacturer of frilly "Hollywood-style" black unmentionables. The publication returns both with a polite refusal, indicating its policy against carrying such advertising. Actually, there is nothing obscene or overly lurid about the art or the copy. It's simply a matter of taste. *The manufacturer boils.*

Case 2: A dozen or so local papers get together at their monthly association meeting, and agree not to accept any retail advertising from merchants situated beyond a certain distance from the papers' offices. One of the papers then refuses a sales advertisement for this reason. *The merchant seethes.*

Case 3: A radio station is offered a long-term series of DJ spots pushing rebuilt vacuum cleaners at \$9.95. The commercials are loaded with hard sell, and the store has already been in "bait" trouble with the local Better Business Bureau. The station turns down the spots. *The dealer steams.*

Here are three typical situations and conflicts. *May* the media refuse the advertising in each case? One step further: *must* the media turn it down?

"Colgate Principle"

The answers to these questions stem from two doctrines of the United States Supreme Court. First, there is the so-called "Colgate principle," originating in 1919 and applied to newspapers and advertising in the

Times-Picayune case of 1953. Second, there is the limiting rule of the *Lorain Journal* holding of 1951.

Simply put, the rule of the *Colgate* case is that a "refusal to sell" is not illegal, and that every business has a right to pick its own customers upon whatever basis it may choose. This rule has been attacked, from time to time, in its application to newspapers and their right to refuse advertising. Except for one Ohio case, however, no exception to the general concept has been carved out against newspapers or magazines. In the *Carroll Daily Herald* case, one of the leading authorities and typical of many others, the court said:

"The newspaper business is an ordinary business. It is a business essentially private in nature, as private as that of the baker, grocer, or milkman, all of which perform a service on which, to a greater or less extent, the communities depend, but which bears no such relation to the public as to warrant its inclusion in the category of businesses charged with public use. If a newspaper were forced to accept an advertisement, it could be compelled to publish a news item. . . .

"Thus, as a newspaper is a strictly private enterprise, the publishers thereof have a right to publish whatever advertisements they desire and to refuse to publish whatever advertisements they do not wish to publish."

The holding that a newspaper is not "charged with a public use," but is simply another kind of private business is basic to this entire subject.

Thus far, the media in all of the three cases we are discussing would



**HAMILTON
CANADA**

Large construction projects, such as the \$20 million Burlington Skyway above, are evidence of the rapid progress in and about Hamilton.

ONTARIO'S FASTEST-GROWING MAJOR CITY

According to latest D.B.S. figures, Hamilton, Canada, is now Ontario's fastest-growing major city.

One thousand miles from the sea it ranks *third* in port tonnage behind the two ocean ports of Montreal and Vancouver.

Further indication of Hamilton's growing prosperity is in its industrial expansion. For example, a \$250 million Ontario Hydro Steam generating station on Hamilton's harbour front; a \$20 million harbour expansion program to be completed by 1961, and the completion of a \$28 million bloom mill at the Steel Company of Canada as part of a continuing expansion program. Currently planned industrial expansion over the next few years will total over \$300,000,000. The effects of this expansion will be felt in the form of more employment and added buying power. With more persons employed than ever before, earning the highest wages in history, Hamilton's economy is at a record peak.

TO COVER HAMILTON—CANADA'S **5th** LARGEST CITY*—
YOU MUST USE THE SPECTATOR

The Hamilton Spectator is the major newspaper serving Canada's 5th largest city. Out of more than 100,000 circulation, over 83,000 Spectators are bought daily in Hamilton city zone, as compared with Metropolitan Hamilton's over 80,000 families.

*D.B.S. 1956.

GO-6748F

The Hamilton Spectator

TORONTO
The Southam Newspapers
388 Yonge St.
K. L. Bower, Manager

One of the Eight Southam Newspapers in Canada
MONTRÉAL
The Southam Newspapers
1070 Bleury St.
J. C. McCague, Manager

GREAT BRITAIN
34-40 Ludgate Hill
London, E.C. 4
England

UNITED STATES
Cresmer & Woodward Inc. (Can. Div.)
New York, Detroit, Chicago
San Francisco, Los Angeles, Atlanta

be 100 per cent correct in their refusal of the offered advertising, and the advertiser would be without a remedy. But there is a limitation on this rule. The Supreme Court has pointed out that this right is "neither absolute nor exempt from regulation."

Lorain Journal Case

This is the doctrine of the *Lorain Journal* case, a landmark in media and advertising law. The *Journal* enjoyed a "substantial monopoly" on advertising in Lorain, Ohio. Station WEOL began to operate, and advertisers began to use it for their selling messages. In order "to destroy the broadcasting company," the *Journal* refused to accept advertising from any concern which also used time on WEOL. Since the paper reached 99 per cent of the families in town, this ban by the paper hurt the advertisers unless they agreed to drop the radio part of their advertising. This "bold, relentless, and predatory commercial behavior" was found by the court to imperil "the very existence" of WEOL. As a result, the Supreme Court affirmed the injunction against the newspaper's activities which had been issued by the court below.

How do these two rules affect the three cases?

Case 1: The magazine is safe in refusing the undesired advertising. As an individual "business," the publication may refuse any advertising whatsoever. It need not even give its reasons. Perhaps the publisher doesn't like the neckties the advertiser or its agency wears. That would be a sufficient reason. Of course, the usual reasons are poor credit standing, taste, readership reaction, or general concern over the integrity of its advertising columns. The only limitation is that the refusal may not be for an illegal reason, defined by the Supreme Court as "any purpose to create or maintain a monopoly" or to control the market.

We all know that many papers, magazines and networks have strict "rules of exclusion" and standards to which they require conformity. These are quite in order.

Case 2: Here we have a complicating factor. No longer are we dealing with action by an individual paper, periodical, or station. We are faced with concerted action by a group of media and the fat may be in the fire.

We can go all the way back to 1887 when, in *Clegg v. New York Newspaper Union*, the New York courts held that a group of newspapers could refuse to accept advertising from an "advertising agent" if the agent had not complied with the rules of the association. But the date of the case is important. I seriously doubt whether the outcome would be the same today.

The reason for the change is the Sherman Act which came along in 1890. The interpretations and applications of that Act by the Supreme Court have made it clear that "group boycotts or concerted refusals to deal clearly run afoul" of the Act. Typical of such holdings as applicable to media is the *Associated Press* case. The Justice Department action and consent decree in its recent case against the AAAA and five media associations were in part premised on such facts.

Another similar case of recent and immediate interest is the "telescopic gunsight" case. Three sports magazines accepted a consent decree in an anti-trust action brought by the Justice Department, grounded on the charges, among other things, that the three books had conspired to prevent "off-list" dealers from advertising the sights.

Under the consent decree, the magazines are ordered to avoid any agreement to refuse advertisements by the off-list dealers.

All of this discussion of Case 2 situations and the above cases, assumes, of course, that the necessary Federal jurisdictional element is present.

The individual newspaper member of such a local association could refuse Case 2 advertising, but the situation would probably be quite different when a number of papers get together and reach the same result. The individual may often do what the group may not.

This problem is a currently topical one. For example, last October the New England Daily Newspapers Association discussed it in its meeting at Boston. As reported in the press, a survey showed that of the 55 papers participating, 33 accepted such advertising from "outside their city and suburban areas" and 22 did not.

It is probably safe to say that any concerted or group activity of this sort of consistent and uniform refusal

might be characterized as an illegal "conspiracy."

Duty To Refuse

Case 3: Now we are looking at the other side of the coin. No longer is it simply a matter of *right* to refuse advertising; it rises to the dignity of an affirmative *duty* to refuse it.

When the offered advertising is "bait" (as we are positing) or misleading and fraudulent, the medium should turn it down. Quite aside from the medium's consideration for the subscriber, it would be well advised on grounds of self-protection to do so. The New York courts in the *Rochester Times-Union* case, held there was just such a duty to refuse misleading advertising.

Exactly what penalties might be invoked against a paper carrying such advertisements is not too clear, but the expanding doctrines of the law of fraud could well involve the paper. Then too, the mailability of the paper may be involved under applicable Federal statutes.

If the media are radio or TV stations, the onus is even greater in a Case 3 situation. Such media must be operated for the "public interest, convenience and necessity." This is vitiated, it has been held, if the station accepts what was described as "bait and switch" advertising. The FCC has refused a TV channel to an existing radio station because the radio station had accepted this type of advertising.

While this particular case did not involve the renewal of the station's existing license, such advertising will reflect very severely on the renewal if logs and monitoring show its acceptance and the station's FCC dossier reveals complaints.

LADIES' HOME JOURNAL

Ladies' Home Journal has announced a new rate base of 5.5 million, effective with its August 1958 issue. The magazine's circulation for December 1957, and for this January and February, have set all time records and represent an average increase of 300,000 over last year's corresponding period. Effective with the May 1958 issue, the *Journal* will offer a four-way geographical split run.

BAKERS WEEKLY DEALS IN SERVICES

The first function of BAKERS WEEKLY is to provide complete, up-to-the-minute editorial coverage of *all the news* that pertains to the industry for its baker-readers. In addition it renders multiple services to advertisers and readers.



these major extra services are—

The Bakers Weekly Experimental Bakery and Laboratory . . . established in 1919 . . . the only such laboratory maintained by any baking publication on its own premises . . . where ingredients, formulas, materials, and baking innovations are constantly being tested in a realistic duplication of actual commercial bakery operating conditions. As a result of this service, suppliers and bakers are achieving a rising standard of quality through scientific testing methods.

The Bakers Weekly Selected Directory of Bakeries . . . available only to advertisers on a leased basis . . . listing all baking establishments doing an annual business of \$100,000 or more . . . with such details as the names of owners, managers and buyers; the type of business operated, the year of founding, kind of products made, number of delivery trucks, number of ovens, etc. It also includes a complete list of bakery supply and equipment houses, manufacturers' agents, brokers, and jobbers from whom smaller bakers buy all their supplies and equipment. *It is the only directory for the industry revised and reprinted each year to be truly selective.*

The Bakers Weekly Engineering Counsel . . . assisting manufacturers to determine the adaptability of equipment to bakery operations and to specific plant installations. This covers all machinery, equipment, sanitation facilities, storage facilities, and delivery vehicles required for modern bakery operations.

The Bakers Weekly Market Service Department . . . providing bakers with expert assistance in the development of sales plans and merchandising operations. This includes store design, marketing, packaging, advertising and promotion.

The Bakers Weekly Reader Service Department . . . acting as a liaison between baker-readers and manufacturers and suppliers of all types of requirements for successful bakery operations. One function in particular is to provide readers with information on new and/or improved products for the industry.

The varied and detailed experience of BAKERS WEEKLY editors, engineers, and technicians—acquired over a period of 50 years of service to the baking industry—is available to manufacturers. Thus advertisers can be assisted in developing their actual potential in this \$4½ billion field *efficiently and at low cost*.



BAKERS WEEKLY

the business magazine of the baking industry

71 Vanderbilt Avenue, New York 17
520 N. Michigan Avenue, Chicago 11
WEST COAST: Smith & Hollyday, Inc.
Russ Building, San Francisco 4
5478 Wilshire Blvd., Los Angeles 36

Write for "The Bakery Market" . . . an analysis by Bakers Weekly." It is your comprehensive guide to selling the baking industry.



COMMISSIONABLE? A new twist on the outdoor medium is demonstrated by these unique Vat 69 license plates. Above, Allen MacDougall, vice president in charge of National Distillers international division, poses with his Cadillac. Lower photo shows Kenneth J. Ross, managing director of Wm. Sanderson & Son, Ltd. (producers of Vat 69) with his Austin-Princess automobile in Leith, Scotland.



WINNER: Dick Driscoll (center), a timebuyer at William Esty, wins a trip for two to the Brussels World's Fair as a door prize. The occasion: a party given by Rex Rand (right) of WINZ, Miami. Charlene Holt, a model, assists in the presentation.



ZOOM! All set for a spin in the first prize in the *Saturday Evening Post*'s bonus circulation contest—a 1925 Stutz—are Leslie D. Farnath, vice president in charge of media, N. W. Ayer & Son (at wheel), Post general sales manager John L. Naylor. Post publication manager Eugene W. MacMillan looks on.

SERVICE: Sealy, Inc., has been awarded the Brand Names Foundation's Diamond Anniversary Certificate of Public Service. E. H. Bergmann (left), president of Sealy, accepts the award from Brand Names Foundation president Henry E. Abt.



RETURN: R. M. Gottlieb, vice president of sales, Ironrite, Inc., L. J. Schneider, Brooke, Smith, French & Dorrance, and Lee Clancy, Ironrite advertising manager, inspect an advertisement signalling Ironrite's return to national media.





ONLY PITTSBURGH!

Can do so many jobs so well!

To paraphrase U.S. Steel's slogan: "only Pittsburgh can do so many jobs so well." For U.S. Steel is one of the world industrial giants that provide strength and stability to help make Pittsburgh America's eighth market. The Post-Gazette, too, has shared in and aided the growth of this market of 3 million people. Oldest newspaper west of the Alleghenies (it was founded in 1786), the Post-Gazette mirrors the drive of this great and growing market. It's the only daily newspaper in Pittsburgh to set all-time advertising highs in six of the past seven years. Why not use it to build your sales, too!

**IT COSTS LESS
TO SELL MORE IN THE**

Pittsburgh Post-Gazette



**REPRESENTED NATIONALLY BY
MOLONEY, REGAN AND SCHMITT**

What Canadian Magazine Study Means to Buyers of Media

Gruneau Research Limited of Montreal and Toronto has issued its Second Canadian Consumer Publications Report. This study, of more than 70 pages, is an audience study of 24 Canadian consumer magazines. They are divided into four classes of English, English Farm, French, and French Farm magazines.

The Gruneau study is actually the fourth magazine study that has been done in Canada. In 1949 the Canadian Advertising Research Foundation initiated and carried through the first magazine study. In 1951, CARF originated and carried to completion another somewhat expanded study. In 1955, Gruneau Research Limited took over the project, and did a broadly similar study itself, and in 1957 repeated this study but on a considerably expanded basis, with CARF acting only in consultation.

Audience Characteristics

Examples of the voluminous information given in the latest report are the following on each periodical: ABC circulation; audience estimates; primary readers per copy; ages of readers 15 years and older; three breakdowns of composition of households by age and sex (one each for men, for women, and for men and women combined); occupations of heads of reader households, of men readers, and of women readers; education, marital status, and language of readers; and total income of households. All this information is provided in Part A, "Reader and Household Characteristics of Publications."

Publications covered under the heading English are *Canadian Home Journal*, *Chatelaine*, *Canadian Homes & Gardens*, *Liberty*, *MacLean's*, *Time*, and *Reader's Digest* in two breakdowns—one for the English edition only, and one for the English and French combined.

In the French category are *La*

Patrie, *La Petit Journal*, *La Presse*, *La Revue Moderne*, *La Revue Populaire*, *Le Samedi*, and *Selections du Reader's Digest*.

Country Guide and *Family Herald* fall into the English Farm classification, as well as *Farmer's Advocate* and *Canadian Countryman*, *Farmer's Magazine*, *Free Press Weekly Prairie Farmer*, and *Western Producer*.

Two publications, *La Ferme* and *Le Bulletin des Agriculteurs*, are listed under French Farm.

Household Possessions

Part B of the Gruneau study covers "Household Possessions and Personal Habits" of readers. The possessions section includes 23 items, with a separate page for each item, so that the percentages of households owning such items is listed for each publication.

Dwelling type is described by percentage of owned homes, one-family houses, flats, apartments or duplexes, trailers, and households having electricity.

Household expenditures for each publication are shown for furniture, floor covering, painting, remodelling, wallpapering, vacation travel, business travel, clothing, and food.

Under the listing concerning personal vacations for each periodical's readers are destination and mode of travel figures. Foods purchased by households fall into 11 classes. Percentage of persons for whom meals are cooked is also given for each magazine's household. Home baking is broken down into five types. Other data on domestic operations are also included. Part B concludes with an eight-item breakdown of types of items purchased by mail order by readers of each publication within one year prior to questioning.

Section C pertains only to special characteristics of households covered by Canadian farm periodicals, both

English and French. Truck, tractor, and tiller combine ownership by households for each farm magazine are only three of ten classes of farm-owned items covered. Included are cream separators, flush toilets, forage harvesters, and hay balers.

Farm reader interest for each magazine is classified by readers living on farms, working on farms, or having business dealings with farmers. Similarly, the locations of these readers are classified according to whether their households are actually on farms, or merely in rural communities. Additional tables show size and distance of farms from grocery, drug, and appliance sources, and frequency of farm grocery shopping.

Duplication, triplication, and even quadruplication charts give percentages of combined audiences of all 24 publications covered in Parts A and B. These tables make up Part D.

Research Methods Used

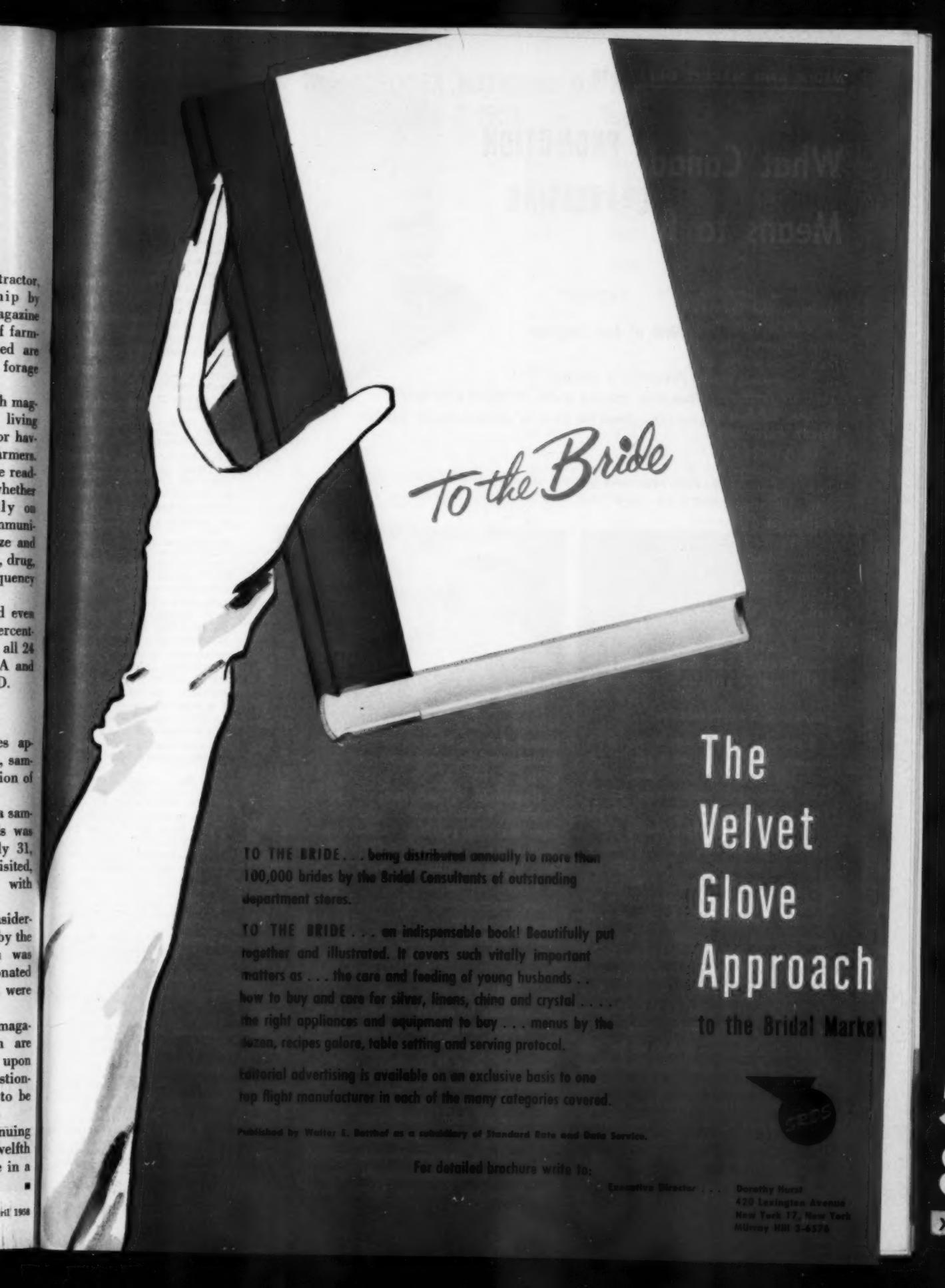
The Gruneau study includes appendices on sample projections, sample tolerances, and a reproduction of the questionnaire used.

A multi-stage probability area sample of all Canadian households was used. Between May 1 and July 31, 1957, 9,500 households were visited, yielding completed interviews with 8,500 persons.

The survey cost Gruneau considerably more than was subscribed by the magazines. The subscription was \$100,000, and the money was donated by 23 of the 24 magazines that were studied.

It was difficult to get the 24 magazines studied, some of which are strongly competitive, to agree upon questions to be put in the questionnaire. The survey was too big to be done in three months.

Desired would be a continuing study in the future where one-twelfth of a year's work would be done in a month.



To the Bride

TO THE BRIDE . . . being distributed annually to more than 100,000 brides by the Bridal Consultants of outstanding department stores.

TO THE BRIDE . . . an indispensable book! Beautifully put together and illustrated. It covers such vitally important matters as . . . the care and feeding of young husbands . . . how to buy and care for silver, linens, china and crystal . . . the right appliances and equipment to buy . . . menus by the dozen, recipes galore, table setting and serving protocol.

Editorial advertising is available on an exclusive basis to one top flight manufacturer in each of the many categories covered.

Published by Walter E. Baithoff as a subsidiary of Standard Rate and Data Service.

For detailed brochure write to:

Executive Director

Dorothy Hurst
420 Lexington Avenue
New York 17, New York
Murray Hill 3-6574

The Velvet Glove Approach to...

DEPARTMENT STORE PROMOTION and PRODUCT MERCHANDISING

A typical distributing store . . .

BULLOCK'S DOWNTOWN of Los Angeles . . .

uses the Velvet Glove Approach to promote their Bridal Department and Services to prospective brides. Products advertised in *To the Bride* are promoted throughout the store to assist in brand selection.

Participating *To the Bride* advertisers gain the advantage of local product promotion through unique advertising - in - editorial correlated with merchandising displays.



Bridal Advisory Services, offered by Bullock's and by Bridal Departments in leading stores across the country, add a personal touch for *To the Bride* advertisers . . . guide the prospective bride in her selections.



directed sales influence in the store, in the home . . .

To the Bride

ONLY ONE STORE
IN EACH CITY
HAS THE EXCLUSIVE
VELVET GLOVE APPROACH



To the Bride

B. ALTMAN & CO.—New York City, White Plains, Mahwah, New Jersey; Short Hills, New Jersey

AUBERBACH'S—Salt Lake City, Utah

L. S. AYRES & CO.—Indianapolis, Ind.

L. BAMBERGER & CO.—Newark, Paramus, Plainfield, New Jersey

THE BOB MARCHE—Seattle, Wash.

J. L. BRANDEIS & SONS—Omaha, Neb.

BULLOCK'S DOWNTOWN—Los Angeles, Calif.

BURDINE'S—Miami, Miami Beach, Fort Lauderdale, West Palm Beach, Florida

H. C. CAPWELL CO.—Oakland, Walnut Creek, Calif.

CARSON, PIRIE, SCOTT & CO.—Chicago, Illinois & Edens Plaza stores (Chicago) Illinois; Hammond, Indiana

R. E. COX & CO.—Fort Worth, Texas

CHRISTMAN'S—Joplin, Missouri

CROSBY BROS.—Topeka, Kansas

THE CRESCENT—Spokane, Washington

DENVER DRY GOODS CO.—Denver, Colo.

DEY BROTHERS & CO.—Syracuse, New York

THE EMPORIUM—San Francisco, San Jose, Palo Alto, Menlo Park, (San Francisco), Calif.

FOLEY'S—Houston, Texas

G. FOX & CO.—Hartford, Conn.

J. GOLDSMITH & SONS—Memphis, Tenn.

HALEY'S—Sacramento, Calif.

THE HALLE BROS. CO.—Erie, Pa.

NESS BROTHERS—Allentown, Pa.

JOSEPH HORNE CO.—Pittsburgh, Pa.

HUTZLER BROS.—Baltimore, Towson, Md.

GEORGE INNES CO.—Wichita, Kansas

JOSKE BROS.—San Antonio, Texas

J. W. KNAPP CO.—Lansing, Michigan

LA SALLE & KOCH CO.—Toledo, Ohio

F. & R. LAZARUS CO.—Columbus, Ohio

THE LIBERTY HOUSE—Honolulu, Hawaii

LOVEMAN, JOSEPH & LOEB—Birmingham, Ala.

MAAS BROS.—Lakeland, Sarasota, St. Petersburg, Tampa, Fla.

R. H. MACY—Kansas City, Mo.

JORDAN MARSH CO.—Boston, Mass.

JORDAN MARSH CO.—San Diego, Calif.

MEIER & FRANK CO.—Portland, Oregon

MEYER'S—Greensboro, North Carolina

MILLER & PAIN—Lincoln, Neb.

G. M. MCKELVEY CO.—Youngstown, Ohio

THE M. O'NEIL CO.—Akron, Alliance, Barberston, Canton, Coshocton, Cuyahoga Falls, Lorain, Mansfield, Massillon, Ohio

B. PECK & CO.—Lewiston, Maine

PFEIFER'S OF ARKANSAS—Little Rock, Hot Springs, Arkansas

RICH'S—Atlanta, Ga.

RICH'S—Knoxville, Tenn.

AUG. C. RICHTER, INC.—Laredo, Texas

RIKE-KUMLER CO.—Dayton, Ohio

SCHUSTER'S—Milwaukee, Wisconsin

THE SHEPARD CO.—Providence, R. I.

JOHN SHILLITO CO.—Cincinnati, Ohio

SIBLEY, LINDSAY & CURN—Rochester, New York

SMITH-BRIDGMAN & CO.—Flint, Mich.

STIX, BAER & FULLER—Downtown and Westroads stores, St. Louis, Mo.

STRAWBRIDGE & CLOTHIER—Philadelphia, Jenkintown, Pa.; Wilmington, Del.

THALHIMER BROS.—Richmond, Va.

WOLF & DESSAUER—Fort Wayne, Ind.

WOODWARD & LOthrop—Washington, D. C.

THE WURZBURG CO.—Grand Rapids, Mich.

YOUNKER BROS.—Des Moines, Iowa

Promotions and presentations

The *Saturday Evening Post* has distributed its "1958 Selling Plan for Influential Builders" to more than 6,000 manufacturers of building materials, home builders, and advertising agencies. The promotion offers advertisers benefits of a new promotion rule requiring builders to use a minimum of 25 *Post* advertised products in their model homes. Inducements to participating builders include placement in a full-page advertisement in the May 17 issue.

Buyers may implement this promotion by purchase of a \$50 display kit including a builder award plaque, an influential honor roll listing the *Post* advertised brands used in the model home, advertising mats, and brand name stickers for identification of *Post* advertised products.

The Bureau of Advertising presented "Versatility Unlimited," its new 16-mm. motion picture film in sound and color, at the NAEA convention in Chicago. The film, to be made available to member newspapers, shows advertisers many ways to use the medium, comparing newspaper versatility to that of Leonardo da Vinci. Many of da Vinci's inventions are shown to have parallels in imaginative uses of newspaper space.

Advertiser classifications treated by the film include groceries, automobiles, tobacco, transportation, and alcoholic beverages. Some two dozen different brand products are involved, and almost as many different kinds of advertising, from "stop-action" demonstration to advertising copy timed to coincide with news events.

The National Broadcasting Company has published "Educational Television and Groucho Marx," a brochure defending the present system of broadcasting. The handsomely illustrated booklet maintains that all of a network's special educational, cultural, and public affairs efforts are made possible financially by its commercially-sponsored entertainment shows. The promotion describes NBC's series of daily educational programs, carried at no cost to themselves by non-commercial educational stations.

VIDEODEX NATIONAL RATING ANALYSIS February 1-7, 1958 — Top Five Programs Daily*

SUNDAY				
<i>Show</i>	<i>Rating</i>	<i>Network</i>	<i>Sponsor</i>	
1 G.E. Theatre	29.7%	CBS	General Electric	
2 Alfred Hitchcock	29.2	CBS	Bristol-Myers	
3 Maverick	29.0	ABC	Kaiser	
4 Steve Allen	26.7	NBC	Greyhound, Pharmacraft, S. C. Johnson	
5 Dinah Shore	26.1	NBC	Chevrolet	
MONDAY				
1 Danny Thomas	35.4%	CBS	General Foods	
2 Lucille Ball-Desi Arnaz..	32.2	CBS	Ford	
3 Studio One	31.0	CBS	Westinghouse	
4 Wells Fargo	29.6	NBC	Buick, American Tobacco	
5 December Bride	26.3	CBS	General Foods	
TUESDAY				
1 Wyatt Earp	32.3%	ABC	General Mills, P & G	
2 Red Skelton	28.2	CBS	S. C. Johnson, Pet Milk	
3 Bob Cummings	26.2	NBC	R. J. Reynolds, Chese- brough-Ponds	
4 Adventures of McGraw..	26.2	NBC	Procter & Gamble	
5 Sugarfoot	25.2	ABC	American Chicle, Luden's, Colgate-Palmolive	
WEDNESDAY				
1 Kraft TV Theatre.....	31.7%	NBC	Kraft	
2 I've Got a Secret.....	25.8	CBS	R. J. Reynolds	
3 Circle Theatre	25.1	CBS	Armstrong Cork	
4 The Millionaire	23.9	CBS	Colgate	
5 Father Knows Best.....	23.9	NBC	Scott	
THURSDAY				
1 Bob Hope	33.1%	NBC	Plymouth	
2 Tennessee Ernie Ford....	30.8	NBC	Ford	
3 Lux Show	26.0	NBC	Lever	
4 Climax	24.5	CBS	Chrysler	
5 Playhouse 90	24.4	CBS	Bristol-Myers, American Gas, Philip Morris, Kimberly-Clark, All- state Insurance	
FRIDAY				
1 Schlitz Playhouse	29.4%	CBS	Schlitz Brewing	
2 Zane Grey Theatre.....	28.5	CBS	General Foods, Ford	
3 Line Up	28.1	CBS	Brown & Williamson, P & G	
4 Mr. Adams & Eve.....	26.8	CBS	R. J. Reynolds, Colgate- Palmolive	
5 Trackdown	24.5	CBS	American Tobacco, Socony Mobil	
SATURDAY				
1 Gunsmoke	40.2%	CBS	Liggett & Myers, Reming- ton Rand	
2 Perry Como	37.9	NBC	Sunbeam, RCA-Whirlpool, American Dairy, Kno- mark, Kimberly-Clark, Noxema	
3 Have Gun, Will Travel....	29.4	CBS	Lever, Whitehall	
4 Dean Martin	28.7	NBC	Liggett & Myers	
5 Lawrence Welk	25.5	ABC	Dodge	

* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

Time Foreign Market Survey

Time International has issued "An International Study of Business and Government Customers for United States Construction Equipment." The new survey, conducted by Alfred Politz in cooperation with Allis-Chalmers, Clark Equipment, International Harvester, and LeTourneau-Westinghouse, analyzes current and potential markets abroad for U. S. equipment. It covers present ownership of nine categories of construction equipment, and business buying intentions.

Results show that three-fourths of all customers for U. S. construction machinery overseas are private firms, and one-fourth are government projects. Tractors were found to be the most common items of machinery abroad, being owned or operated by 73.4 per cent of all foreign customers. Excavators or cranes are owned or operated by 64.7 per cent. The high concentration of machinery ownership is shown by the fact that 68 per cent of all tractors are owned or operated by only nine per cent of all foreign customers. Results on size and type of machine, age, and country of origin for each of the nine major items of equipment are reported in detail. The study covered a sample selected from a list of 21,593 executives in 92 countries outside of the U. S., Canada, and Iron Curtain areas.

Outside of these areas, Europe was found to account for more than half of all world construction activities, with West Germany and France being the world leaders.

The Minneapolis Star and Tribune has released results of its "Minnesota Homemaker Survey No. 10," covering grocery shopping habits for 52 food and drug products from face powder to wax paper. The study, part of a continuing series dating from 1953, asks women in the home whether they use the products in question, and, if so, what brand is on hand or was bought last. Some 600 interviews were conducted in Hennepin County (Minneapolis) and 600 more

were made elsewhere in Minnesota.

Figures for most products and brands used are given for both Hennepin County and the entire state for each year from 1953 to 1957. Other products were not surveyed in the first years of the survey, and earlier figures are, of course, lacking.

Other figures show the percentage of respondents living in cities and the percentage living in towns or on farms, using each brand in 1957. Buyers of each product for each year are also classified by the same two residence categories.

The report includes circulation, coverage, and editorial information on the two newspapers, and farm and market data on the Upper Midwest.

Newsweek has published the latest edition of its annual study of the imported liquor market, comparing first six-months' periods of 1956 and 1957. Imports for 1957 rose 1.4 per cent above those for 1956, according to the report. Tables show apparent consumption of nine categories of imported liquors, both nationally and by states. Scotch, gin, brandy, and rum made the greatest gains in imports for the first half of 1957, and Canadian whisky experienced the greatest decline in comparison with 1956.

The American Marketing Association has published a geographic list of more than 375 of its member marketing research firms, agencies, and consultants, together with their addresses. Members are listed alphabetically by nation, state, and city. The reference directory was made from the AMA's 1957 National Roster and Central Office Records to November 1, 1957.

Nation's Business has released the second of its studies of the corporate personality. This survey gives the "public relations quotient" of aircraft manufacturers, according to 267 usable replies received from 1,000 of the publication's subscribers questioned.

Respondents were asked which aircraft manufacturer they would recommend to a young man seeking employment. Of 24 firms mentioned, Douglas and Boeing received the greatest number of recommendations,

followed by Convair and Lockheed, in that order.

Boeing and Douglas again topped the list of firms in which respondents replied that they would be most willing to invest. The report also gives comments of various respondents on each manufacturer, and says that the best known companies enjoy advantages in competition for sales, capital, and personnel.



Iron Age has made available the 1958 edition of "Basic Marketing Data on Metalworking," a volume providing the summary of an original, complete census of the metalworking industry taken by the publication in 1957. The 309-page book presents latest figures on plants employing 20 or more workers, using the new 1957 SIC codes. Figures are summarized nationally, by states and by industrial areas. Full-page maps show 27 key metalworking states, divided into 128 industrial areas, each consisting of several counties surrounding important industrial cities.

Good Housekeeping has published a consumer panel report on factors influencing women in buying automobiles. According to the report, 88 per cent of respondents considered a car a necessity in running a home. Initial cost of an automobile was listed by 87 per cent of the women questioned as the most important factor determining purchase. Safety features, maneuverability, gas consumption, and comfort were other important qualities. Only six per cent of the women considered speed an important selling point. In 64 per cent of the cases studied, both husband and wife had an equal share in selection of the family car.

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IF YOU BUY ADVERTISING MEDIA/SCOPE WILL HELP YOU

THIS NEW MAGAZINE IS ENTIRELY ABOUT
MEDIA SELECTION. IT IS PUBLISHED FOR
EVERYONE WHO MAKES DECISIONS ABOUT
BUYING ANY MEDIA

... and for nobody else!

Buying media that gets results is an increasingly important part of the advertising business. The men and women responsible for investing over \$10 billion a year in various media must be certain they spend their company's or their clients' advertising dollars wisely.

Until Standard Rate & Data Service published MEDIA/SCOPE there was no one source of information about selecting markets and media to which advertisers and agencies could turn for help. In MEDIA/SCOPE you have a new publication exclusively devoted to the specialized business of how to invest media dollars most effectively.

MEDIA/SCOPE is a working tool. It reports, discusses and interprets the newest ideas and methods about media planning, techniques, organization and trends. It is equally helpful to people in an agency responsible to the clients for results and to advertisers who look to their investment in media for increased sales.

If you buy or help to buy any advertising, ask yourself how much MEDIA/SCOPE would be worth to you if it prevented you from making one wrong decision about your use of media this next year. Can you afford not to read it regularly when it costs so little?

*Use This Money-Saving Coupon to
Order MEDIA/SCOPE Today!*

**O.K. Send me monthly copies of MEDIA/SCOPE
for the next two years at the introductory rate of \$3
— just half the regular price of \$6 a year.**

Check here if you prefer one trial year at \$2.

Name Position

Address Home Business

City Zone State

Name of Company Bill me Bill company

Type of Business or Service Payment attached

Kindly fill in all information to insure prompt service

MS 4-58

Watch for These Articles In Early Issues of MEDIA/SCOPE!

Motorola's Crash Program Does a Job.

Effective use of localized national advertisements stimulates co-op advertising, controls funds, gets flexibility at point of purchase. Here's the story of how it was accomplished.

What Are Media Doing About Agency Credit?

Following the anti-trust consent decree, what are broadcast and print media doing about agency recognition. Here is a controversial subject you have a stake in.

How Did You Get Your Start in Media Buying?

This question asked of prominent media directors brings out some strange answers—but all of them helpful to agency people on their way up in the all important buying function.

What Accounts for the Growth of Locally-Edited Sunday Magazines?

Why is this medium rapidly expanding? What makes these Sunday inserts popular? Here is an analysis of a new development you will want to be on top of.

A Primer on Buying Business Paper Space.

H. G. Sawyer, head of Facts Division of Boston's Chirurg Agency, spells out some basic "musts" in this practical discussion.

The Competition for Attention.

Will the demands among media for the attention of audiences exceed the capacity of audiences to read, look, and listen?

MEDIA/SCOPE's New Index of Advertising Costs.

A significant service which gives media planners accurate data on costs in all media for budget-making. It helps advertising managers and agency media people alike. In every issue.

... and many more!

Media/Scope

1740 RIDGE AVENUE

EVANSTON, ILL.

An SRDS Publication

Influence of Sexes In Motor, Insurance Purchases

True has published results of studies of male and female influence in the purchase of two items, automobiles and life insurance. Daniel Starch and Staff conducted the two sets of interviews with husbands and wives in 107 households.

Automobile purchasing patterns claimed for the study households show that original purchase suggestion is made by the husband. Wives resist at first, resenting the financial burden involved. Automobile make is also determined by the husband, it is

said. Model choice, however, is a mutual decision in most cases, age of respondents and number of children in family being important considerations. Wives choose color and upholstery of new automobiles after make and model are determined.

Buying patterns claimed by the insurance survey show that the husband's life is much more heavily insured than the wife's. Size of husband's policy is based on family needs, income, and attitudes of the family's social class.

In all classes, it is stated the husband usually decides the insurance company, type of policy, and method of payment, in conjunction with the family's insurance agent.

Redbook has issued a report entitled "Household Clothes Washers and Washer-Dryer Combinations." The 61-page report covers the growth of the industry, current market and future sales prospects, advertising and brand rankings.

The study shows that since World War II, the industry has seen intense competition, caused by company mergers and the increase of multi-line appliance makers. According to the report, 14 firms spent more than \$6 million on magazine advertising last year. Competition has resulted in new rankings for many brands. Traditional leaders have been toppled by comparative newcomers.

Merchant's Trade Journal has published results of its 1958 forecast survey called "Looking into Department Stores." Figures are based on 308 replies to a questionnaire sent to 3,000 department stores last October, and are stacked up in comparison charts with figures from the forecast for 1957.

Regarding business activity, 72 per cent of respondents expected their own business to increase in 1958, compared with 89 per cent who were optimistic in 1957. Opinion on general business in the U. S. showed 48 per cent predicting business would go up, compared to nearly 70 per cent of 1957 respondents making this estimate. In spite of the less optimistic predictions for 1958, however, 68 per cent of this year's respondents plan to promote credit sales compared to only 46 per cent encouraging credit business in 1957.

If the first four months are any indication,
PRODUCT DESIGN & DEVELOPMENT
should maintain its consistent
eleven year growth pattern in 1958:

Largest January issue ever,

Largest February issue ever,

Largest March issue ever,

Largest April issue ever.

To the advertisers and agencies
who made this record possible,
my sincere thanks.



Media/quotes

SEARS NATIONAL ADVERTISING

Sears Roebuck's entry into national advertising is part of an evolutionary process. For years, our parent organization and store management personnel have wondered whether national advertising could, or should, be part of the Sears picture. During those years we sat through many presentations by national media. We listened to people from radio and television. We were besieged by agencies large and small. Finally, in November 1955, we decided the time had come at least to experiment, with the definite aim of determining what our possibilities and probabilities in national advertising might be.

Our board chairman pointed out the fundamental change that is taking place in the national and competitive systems of distribution; that producers feel they can protect their positions better by playing a more decisive role in distribution of their lines. He went on to say that the advertising effect of this change is really an attempt by these producers to *pre-sell* their products as one of the several phases in closer integration of producer and distributor. This increased aggression necessitated a re-evaluation of our own advertising efforts and resulted, in part, in our decision to use national magazine advertising. It followed that mass media presentation of our own national brands, as sold exclusively by Sears, could protect our already established position and attract new customers from the new market strata of higher purchasing power.

We feel that national advertising can *supplement* the job done by local store promotion. As you know, Sears local store advertising is done mostly through newspapers and circulars, with some local radio and television in certain areas. We believe that some permanent part of our annual expenditure in local media might be better spent at the national level to reach certain customers in a way local media cannot. What final per cent of our total advertising budget this will take, we are not yet prepared to say.

But this we do know. National advertising lets us present to a great cross section of consumers our better,

exclusive, trade-named merchandise, illustrated with outside-of-competition features, and rounded off with stories of our service and guarantee policies. These are copy slants, at once "institutional," yet potent, all too often glossed-over at the local level.—FRED C. HECHT, general retail merchandise and sales manager, Sears, Roebuck & Co., before National Retail Dry Goods Association.

RETAIL PROMOTION IN 1958

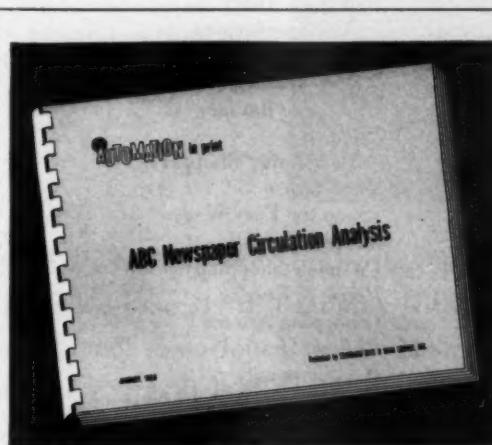
Few retailers plan any serious change in their sales promotion approaches this spring. Expenditures will remain about the same as in 1957. However, many stores reported that they are planning to cut their newspaper lineage in order to offset the rise in their newspaper advertising rates.

Stores are using television more than ever, and a good many expect to increase their use of direct mail pro-

motion this spring. Many stores expressed concern over what appears to be a growing use of false price comparatives in retail advertising.

One in three stores now remains open two nights a week compared with the one-night-per-week opening prevalent in 1956. Suburban branch stores are often open two and three nights a week. Night openings are profitable for most stores, especially in the suburbs. One-third of the stores represented in the NRDGA survey think that Sunday openings are increasing. On the whole, merchants report they are not doing very much about this type of competition. Those who are attempting to restrict Sunday openings, however, are invoking local and state ordinances to help them.

Store-open hours have increased, but retailing employees are actually working fewer hours today. Almost half of the stores surveyed reported their employees on a five-day work week, and 75 per cent said that their employees work 40 hours a week or less.—J. GORDON DAKINS, executive vice president, National Retail Dry Goods Association, before NRDGA. ■



Work-Saving
Reference
for
**NEWSPAPER
MARKETING**
Studies

Price-per copy

postage included

\$45

Individual state sections
in unbound sheets
\$5 per state section

for details write . . .

A new working tool for everyone concerned with the selection of newspapers for advertising campaigns—the ABC Newspaper Circulation Analysis—is now available in one complete U. S. Edition. Produced by SRDS as a complementary working reference for its monthly *Newspaper Rates and Data service*.

Processed, tabulated and printed from SRDS's library of up-to-date and verified IBM cards, this master reference contains ABC City Zone Circulation data, County and Metro Circulations and market data for all morning, evening and Sunday ABC Newspapers in the 48 states and Washington, D. C. (magazine and comic sections are identified by a letter code for each newspaper).

The complete U. S. Edition, approximately 300 pages, is printed black on white. Pliable cover and pages are bound in spiral plastic—book lies flat for easy use. Size 10" x 13".

STANDARD RATE AND DATA SERVICE, INC.

Applications Engineering Division, 1740 Ridge Avenue, Evanston, Illinois



John F. Klatt

Mail Order Departments In Consumer Magazines

Have you published or can you tell me the names of consumer publications regularly running mail order departments? If you do not have these listed or identified in some way, can you tell me the easiest way to make up such a list?

Advertiser—Boston

With cooperation from the Magazine Advertising Bureau, and from listings in Consumer Magazine Rates and Data, I have compiled a rather complete list of publications having mail order departments. Since many publications do not identify such departments or classified sections on their rate cards or in their SRDS listings, the list is not necessarily complete. You can add to this list by checking the availability of mail order sections in publications covering the audience you desire to reach.

American Home
(Market Place)
Argosy
(Stop to Shop)
Astounding Science Fiction
(Mail Order Section)
Better Homes & Gardens
(Shopping by Mail)
Boy's Life
(Gifts & Gimmies)
Capper's Farmer
(It's New For Farm & Home)
Capper's Weekly
(Arm Chair Shopping Center)
Charm
(Shop Here)
Columbia
(Shopping with Laura)
Confidential
(Mail Order Section)
Coronet
(Family Shopper)
Cosmopolitan
(The Cosmopolitan Shopper)
Eagle Magazine
(Easy Shopper)

Elks Magazine
(Family Shopper)
Esquire
(Talking Shop)
Extension
(Window Shopping with Maggie)
Family Circle
(The Shopping Circle)
Farm Journal
(Mailbox Shopping)
Field & Stream
(Sportsman's Shopper)
The Fisherman
(Mail Order Section)
Flower Grower
(General Store)
Glamour
(Glamour Aisle)
Good Housekeeping
(Gallery of Gadgets)
Harper's Bazaar
(Shopping Bazaar)
Holiday
(The Holiday Shopper)
Horticulture
(Shop the Easy Way)
House Beautiful
(Window Shopping)
House & Garden
(Shopping Around)
Household
(Go Shopping)
Journal of Lifetime Living
(Merchandise Market)
Living for Young Homemakers
(Your Money's Worth)
Mademoiselle
(Counter Spy)
McCall's Needlework & Crafts
(Gifts & Things)
National News
(Auxiliary Family Shopper)
New Yorker
(On & Off the Avenue)
Outdoor Life
(Shopping for Indoor & Outdoor Life)
Pacific Gardens & Homes
(Adventures in Shopping)
Parent's Magazine
(Shopping Scout)

Popular Gardening
(Shopping by Mail)
Progressive Farmer
(New for You)
Redbook Magazine
(Tops in the Shops)
Saddle & Bridle
(Window Shopping)
Saga
(In the Shops)
Seventeen
(Shop Wise)
Sport
(In the Shops)
Sports Afield
(Shopping Afield)
Sports Illustrated
(Weekend Shopper)
Successful Farming
(What's New in Homemaking)
Sun Colony
(The Beachcombers)
Sunset Magazine
(Shopping Center)
Sunset Magazine of Southern Living
(Shopper's Guide)
Travel in Fashion
(Memos)
Today's Secretary
(Goes Shopping)
Together
(Shopping Together)
Town & Country
(Counter Points)
Tropical Living
(Tropical Marketplace)
True
(Retail Shopping Section)
True Confessions
(Retail Shopping Section)
VFW Magazine
(Shop by Mail)
Vogue
(Shop Hound)
West
(Shop by Mail)
Western Horseman
(Shopping Corral)
Workbasket
(Shopper's Section)

Media/dates

Apr. 17-18: Canadian Daily Newspaper Publishers Association, annual meeting, Royal York Hotel, Toronto.

Apr. 21-24: American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

Apr. 24-26: American Association of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

Apr. 27-May 1: National Association of Broadcasters, Biltmore and Statler Hotels, Los Angeles.

May 4-6: Magazine Publishers' Association, The Greenbrier, White Sulphur Springs, W. Va.

May 5-7: Association of Canadian Advertisers, 43rd annual convention, Royal York Hotel, Toronto.

May 11-14: Canadian Association of Radio and TV Broadcasters annual meeting, Queen Elizabeth Hotel, Montreal.

May 13-14: Chicago Tribune Forum on Distribution and Advertising, ninth annual forum, audience studio, WGN.

May 15-16: International Advertising Association, tenth annual international convention, Hotel Roosevelt, New York.

May 25-28: Associated Business Publications, annual spring meeting, The Homestead, Hot Springs, Virginia.

May 25-29: National Business Publications, annual spring meeting, Grove Park Inn, Asheville, N.C.

June 3-6: National Industrial Advertisers Association, annual convention, Chase Park Plaza Hotel, St. Louis.

June 8-11: Advertising Federation of America, 54th annual convention, Hilton-Statler Hotel, Dallas.



ROBERT LUCKIE

is president of Robert Luckie & Company, Inc., Birmingham, Alabama. Here is what he says about the selection of business publications for his clients...

“We try to make certain the business publication advertising we place is in company with editorial policies of interest and importance to the customers and prospects we seek to reach. It is the only way we know to assure that the publication will be opened and read thoroughly. Without this essential action, circulation is meaningless.”

Circulation numbers are only one factor in selecting business publications. There must always be interpretation and evaluation of all the facts to determine the most effective media for your industrial advertising.

McGRAW-HILL PUBLICATIONS

McGraw-Hill Building
330 West 42nd Street
New York 36, New York



PHILADELPHIA, PA., DECEMBER 6, 1957

S.J.

LaSalle Conquers Roxborough for City Title, 19-6

Kentucky Shakes Temple, 85-83, in 3d Overtime

Rodgers' Loss
In 2d 'Extra'
Hurts Owl Five

Harmon Scores 34
In Final to Win
Thriller for 'Cats

By JOHN VERNON

Of The Sunday Sports Staff

LaSalle's Jim Rodgers, right, carries the ball into the end zone for a touchdown. The play was set up by a short pass from Harmon. (AP Wirephoto)

LaSalle Combines Short Pass and Run for Easy Touchdown



Maxwell's 2
TDs Win Game
In Final Period

Individual Award
Given to Raisted,
Lewellen, Star Tackle

By JACK LEWIS
Of The Sunday Sports Staff

They Scott Maxwell, one of a former Notre Dame All-American tackle, led LaSalle High School to its second city football championship on Franklin Field yesterday.

The Little Caesar's Holiday Club up 100 yards running and

250,000 MORE REASONS WHY in Philadelphia nearly everybody reads The Bulletin

Could be a high school game or a neighborhood block party. If it happens in Greater Philadelphia, a Bulletin man is there to get the names that make the news. Each year, in fact, The Evening and Sunday Bulletin prints some 250,000 local names.

It is this detailed attention to local happenings—together with the big news and important features of a great metropolitan newspaper—that helps make The Bulletin such a welcome daily visitor to the homes of Philadelphians.

The Bulletin publishes the largest amount of R. O. P. color advertising in Philadelphia—Evening and Sunday!

Readers first time since 1948.

Sports Results

College

Basketball

Greater Philadelphia

Y. & M. W. Maxwell 32
Bennett 30, Temple 30, Exeter 30

Harmon 35, Abington 34

Lehigh 35, Drexel 34

Adams Valley 32, P.M.A. 30

Pratt 32, Penn 31

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Advertising Cost Index

Compiled by Harry J. Johnson

FEBRUARY

Ad rate meter changes:

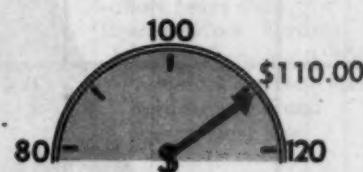
February 1957 to February 1958

Print Media



Business Publications

A schedule in business publications during February 1958 cost \$108.35 for each \$100 spent for a similar schedule during February 1957.



Consumer Magazines

For each \$100 spent in February 1957, an advertiser who wishes to buy the same space in the same consumer magazines must spend \$110 in February 1958.



Daily Newspapers

In order to duplicate an advertising schedule in daily newspapers, advertisers in February 1958 must spend \$104.87 for each \$100 spent in February 1957.

Broadcast media



Spot Radio

For each \$100 invested in a typical spot radio campaign during February 1957, a buyer must spend \$103.65 to duplicate that schedule in February 1958.



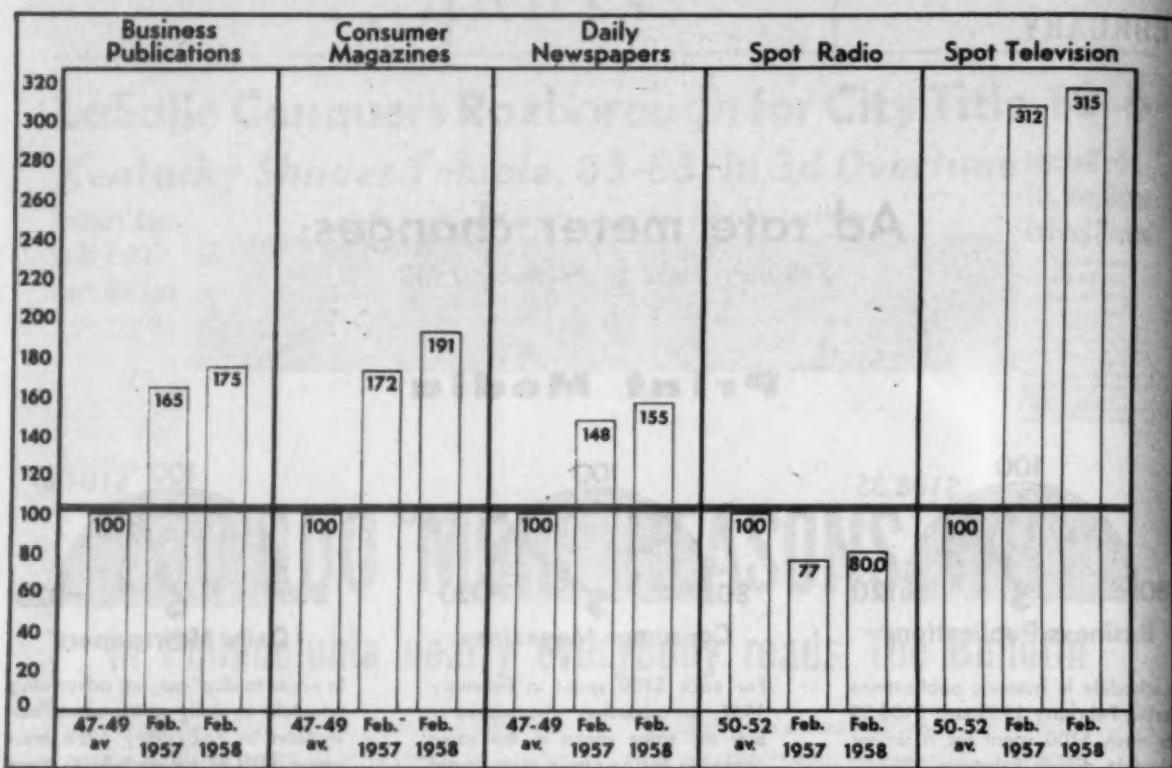
Spot Television

To duplicate a typical advertising schedule on spot television, an advertiser must spend \$105.26 in February 1958 for each \$100 spent in February 1957.

Note: in all meters \$100 = unit cost for February 1957

Ad rate index changes:

Long-term trend



Source: Standard Rate & Data Service, Inc.

The index sample base: *Business Publications: a random sample of 157 business publications in 76 classifications is used. Combined circulation is over 10 million, about 26 per cent of all business publication circulation. Consumer Magazines: almost 80 per cent of all consumer magazines' circulation is represented. The random sample of 113 magazines is drawn from 27 classifications. Newspapers: combined circulations of the sampled newspapers total about 45 per cent of all daily newspaper circulation, represent 36 states and the District of Columbia. Television Stations: more than 90 per cent of all U.S. homes with TV receivers are within the coverage areas of the stations selected. Radio Stations: 125 AM radio stations from 41 states and the District of Columbia are represented in the sample.*

The tremendous editorial force exerted by the news magazine field—NEWSWEEK, TIME and U.S. NEWS & WORLD REPORT—is paralleled by the great advertising and merchandising power of these three magazines. The 9,795 pages* of advertising they carried during 1957 were:

- Over one-third the pages carried by the entire weekly and biweekly field (28,607)
- ... more advertising pages than carried by Life, Look and The Saturday Evening Post combined (9,283)
- ... more pages than the 10 magazines in the women's field (8,380)
- ... more pages than the 17 magazines in the monthly field (8,275)
- ... more pages than the 10 magazines in the home field (8,133)
- ... more pages than Business Week, Fortune, Nation's Business (8,905)
- ... more pages than the outdoor sports and mechanical field (6,491)



AMERICA'S
POWERFUL
MAGAZINE
COMBINATION

Published by **NEWSWEEK** ...
The magazine for communicative people

Books and Booklets

Anthology of motivation research

MOTIVATION AND MARKET BEHAVIOR

Edited by Robert Ferber & Hugh G. Wales

Homewood, Ill., Richard D. Irwin, Inc., 1958, pp. vii + 437. \$7.80

This book, sponsored by the American Marketing Association, is a collection of articles about motivation research. Written more for the market researcher and student than for the media researcher, it is of interest because some of the techniques described are being used in media promotion and analysis.

All in all, there are 31 articles covering a variety of techniques, approaches, and appraisals. There is a plea for motivation research by Ernest Dichter and a critical evaluation by Alfred Politz.

Dichter maintains that "motivational techniques are indispensable . . . whenever the data being sought may not be present at the rational or conscious level." If by "motivational techniques" he means projective techniques and the depth interview, the statement is absurd. The implication is that these techniques probe the subconscious to get the truth.

Politz, on the other hand, challenges this assumption. He makes it quite clear that the purpose of research is not to get the truth from the respondent, but rather to study controllable causes upon which we can take action.

The purpose of research is to obtain a basis for objective conclusions about behavior from the response to questions. It does not matter whether or not the respondent knows or is capable of communicating the truth.

More than half the book deals with descriptions, applications, and cri-

iques of the devices used in motivation research. There are articles about the Rorschach test, Thematic Apperception Tests, depth interviews, and less well-known methods.

The hazards and pitfalls in using these techniques are well-documented by Lyndon Brown, Darrell B. Lucas, and Steuart Henderson Britt.

MR as Research

The term motivation research itself is still somewhat confusing. Certainly it does not constitute all of psychological research, for there is a great deal of objective research in psychology. Motivation research has come to be identified with the more subjective methods such as projective techniques and depth interviews that should be used only in gathering ideas and hypotheses.

For the researcher, there is some solid thought and work here, part of it having nothing to do with what is popularly known as motivation research. On the other hand, apparently for the sake of presenting a rounded picture or of maintaining a free press, material has been included which can be dismissed as deluded claptrap or blatant dishonesty.

Certainly, personal opinions are necessary in the development and interpretation of research, but it is naive at best and fraudulent at worst to palm off such opinion as fact and confuse the issue still further by calling it research.

The book, as a whole, does not take a stand on motivation research, but it does give the reader enough to reach his own conclusions. Compared with the reports found in psychological journals, the tone of this volume is moderate. The reports in the journals show that the techniques borrowed by motivation researchers have

failed notably in their original field. The records of projective techniques are no better than those of chance in prognosis or diagnosis of mental illness. No further support can be found in the claim of alleged psychoanalytic orientation.

Tossing a Coin

In view of the lack of evidence supporting the methods used in motivation research, it is folly to base media or marketing decisions on these highly subjective methods without further verification. Motivation research depends on the personal opinions of the analyst. There is no assurance that the analyst will do any better than you would if you tossed a coin.

The book stands in striking contrast to Vance Packard's *Hidden Persuaders*, which attributes sensational power to motivation research. There are some sound research reports in the book, but the descriptions and appraisals expose what is commonly known as motivation research for what it is—inconclusive idea-hunting.

Even as with astrology and cab driving, motivation research can be used for picking up miscellaneous ideas. However, it is not at all effective in proving these ideas. You are just as apt to pick up garbage as you are food for thought. Astrologists and the motivation researchers are prone to complex theorizing unsupported by evidence. They take their highly speculative theories seriously, and make unwarranted generalizations which are based on inadequate evidence.

I'll take the cab driver every time. On the average, he is honest, and by no means so expensive as other "rides" you can be taken on.

—ARTHUR KOPONEN

DR. KOPONEN, a professional psychologist, has done psychological research for the New York Psychiatric Institute and the Office of Naval Research. He is now engaged in exploring research methods and techniques at J. Walter Thompson.

search

AVIOR

Wales

• \$7.80

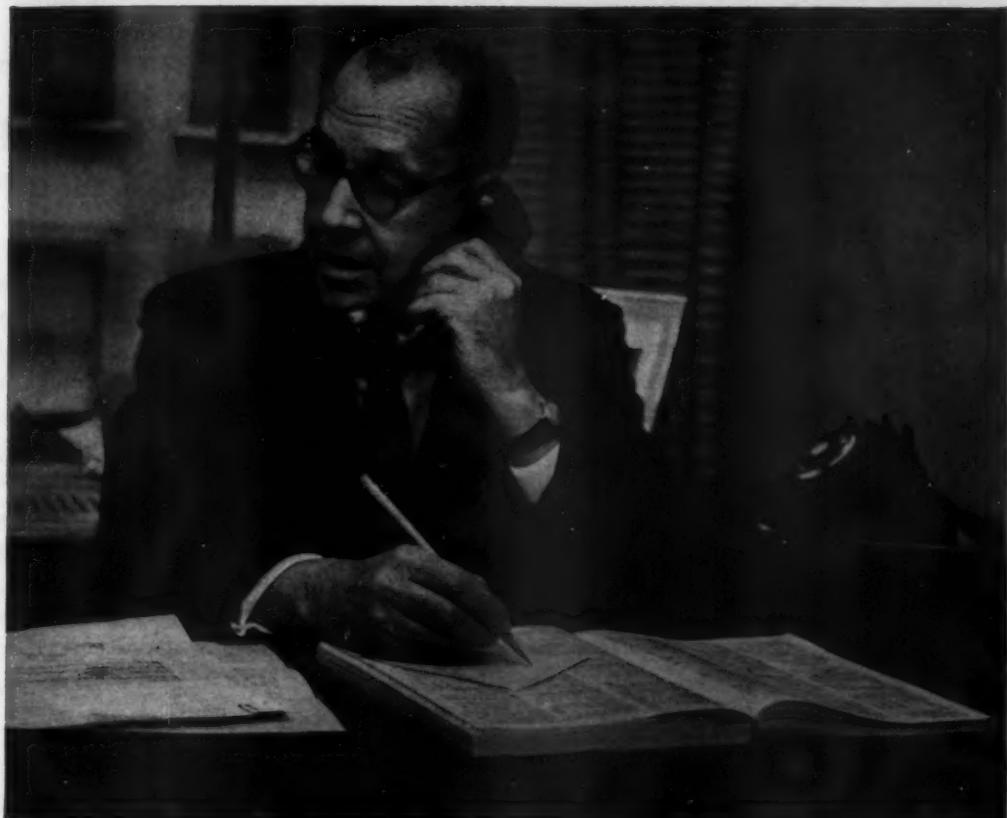
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OPONEN

April 1958



"When media owners give us good information we can draw good conclusions,"

says William (Pete) Matthews, Executive Assistant to the Media Director, Young & Rubicam

"We find that more and more media owners are asking their research people to come in and see us before they get started on a research project. Naturally, this attitude, which I feel is quite constructive, has helped them do a much better all-around job in their promotion, trade paper advertising, direct mail and, of course, their information advertising in the Rate books.

"Now as far as the *Standard Rate* books are concerned, we feel, and certainly make that feeling known to our own publication accounts, that basic information in the Rate books is always likely to stimulate a buyer preparing a list. Giving him some basic information to start with will certainly lead him to make further comparisons. But, of course, it must be basic."

These remarks were made by Mr. Matthews in the course of an interview, part of STANDARD RATE & DATA's continuing study of advertiser and agency buying practices. These research findings are passed along to media owners in field report bulletin form, in Handbooks and in Copy Organizers to help them

match their sales approaches and Service-Ads to buyers' needs. On the subject of convenient information sources, Mr. Matthews went on to say: "We try to keep pertinent information in our files, but searching it out will often consume more time than you can afford.

"A buyer who is trying to decide just which of the available media he should consider is really going through a process of elimination, a process of comparing information that can be shown in the Rate books and then if a medium is indicated as a possibility, he can get further information. But he will have saved a great deal of time in the process."

From time to time we reproduce, in this series of "editorials", Service-Ads which contain substantial portions of the material that agency people and advertisers themselves designate as helpful to them in selecting the best media for specific advertising programs. Six of the hundreds of useful Service-Ads you'll find each month in SRDS are reproduced on the following pages.

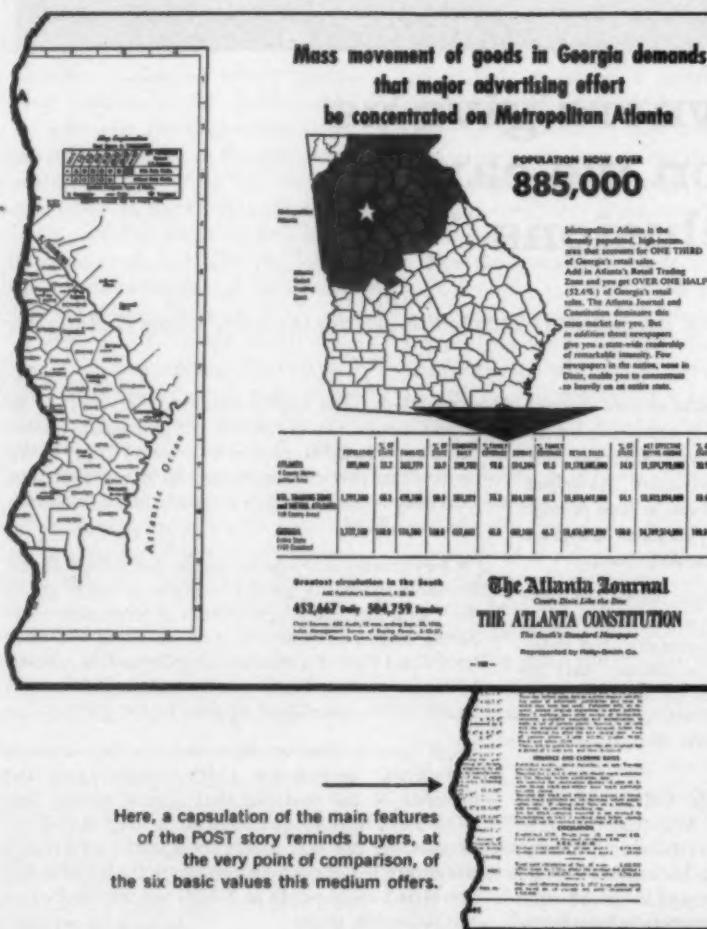
(continued on next page)

Service-Ads in SRDS help agencies and

Here are a few examples of the hundreds of Service-Ads you'll find in the various editions of SRDS that offer the kind of basic information that "Pete" Matthews talks about on the preceding page. It is obvious that these publishers and station owners understand the difference between the purpose of their "impression ads" in the editorial-type advertising publications and their Service-Ads in SRDS. They know that agency men and advertisers use SRDS when they're solving market and media problems and making media decisions. The unique characteristic that creates the

opportunity to "sell by helping people buy" is that SRDS does not just "reach" buyers of media... buyers reach for SRDS. In SRDS publications you do not seek to interest buyers in your media information. Here, buyers seek such information.

Furthermore, you know exactly what kind of user traffic your Service-Ad gets in SRDS — no graphic arts people, no copy cubs, no counter-display specialists, few retail store advertising people... *national and regional buyers of space and time are the regular users of SRDS* — media buyers, account executives,



Here, a capsule of the main features of the POST story reminds buyers, at the very point of comparison, of the six basic values this medium offers.

This ATLANTA JOURNAL-CONSTITUTION Service-Ad, facing the Georgia state map, sells a market... and charts the market coverage story as well. SRDS Field Research tells us this is basic data in the eyes of anyone involved in the media-buying function.

Why America's
most successful
advertisers choose
The Saturday Evening Post

CIRCULATION	Advertising watch/CIRCULATION trends steady, and the more thoughtful ones follow the rhythm. In the last year the Post's circulation has risen to a record level, and the steady growth of recent years. In 1955 the Post's circulation went from 4,681,628 for the first six months to 4,965,411 for the last half year. And to date over 40% of the new year has topped the 1955 record.
IMPACT	Advertising has greater IMPACT in the Post. Estimates surveys show that weekly magazine readers spend much more time with the Post, pay more attention to Post advertising and have a stronger confidence in the products they mention on its page.
MERCHANDISING	The Post often uses thorough MER-

COVERAGE Post COVERAGE is greater than ever before. By breaking its own record in subscribers, sales and by outdistancing its nearest competitor 50% on the newsstand, it now reaches 1 out of every 7.5 persons over 10 years old in America. Read when you have time to spare.

AUDIENCE The Post goes to an off-the-face AUDIENCE. In Post reading homes, it is read by 96% of the households, 94% of the wives, over 85% of the sons and daughters. And this is a vital audience, for 95% of all Post readers are 25 or over.

IMPACT Advertising has greater IMPACT in the Post. Extensive surveys show that weekly magazine readers spend much more time with the Post, pay more attention to Post advertising and have more confidence in the products they meet on its pages.

MERCHANDISING The **Trade** gives more through **MERCHANDISING** services than any other magazine. Among the extra services are special trade-relations departments and a nationwide trade-relations staff which constantly makes calls at all distributive levels.

RESULTS The **RESULTS**: The *Saturday Evening Post* has unquestionably built more brand names than any other magazine or advertising medium. And today, America's best-read general weekly is being even more thoroughly read—and more actively responded to—in this ever-broadening market.

AMERICA

Post reads the Post

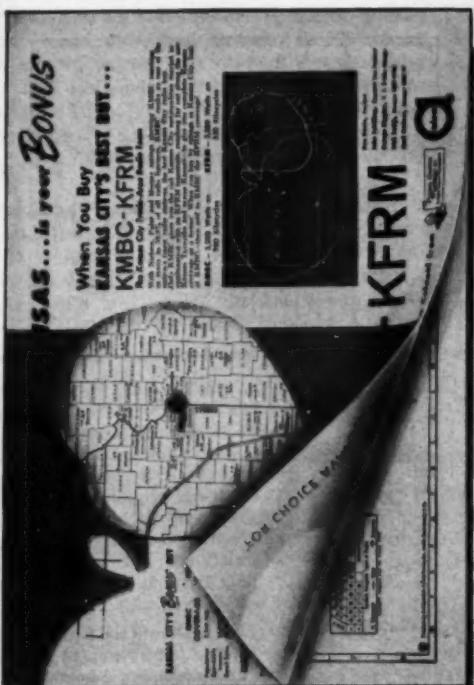
and advertisers buy space and time

advertising managers—the people most concerned with market and media selection.

In SRDS you need not divert promotion dollars to costly artwork, nor use space for attention-getting devices. When your prospect turns to SRDS he wants useful information, arranged in simple, orderly fashion, to help him buy wisely without wasting time.

The five Service-Ads on this spread, and the one on the following page, are good examples of ads built to serve SRDS users when they're building schedules; revising them; defending them; making final decisions.

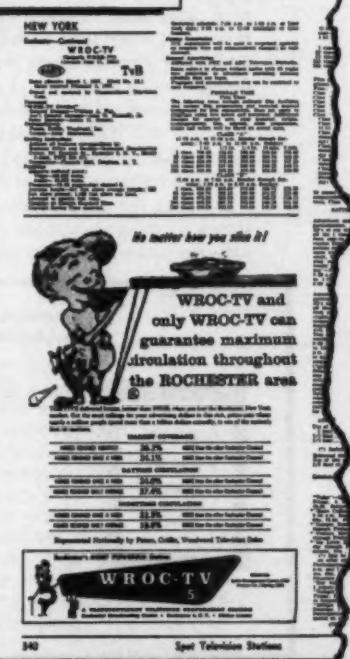
(continued on the following page)



Wherever they go our field reporters find agency people and advertisers enthusiastic about these "acetate" Service-Ads that overlay state maps in SRDS. Here KMBC-KFRM combine this opportunity to show their coverage patterns with a generous portion of market data and rating reports.



One thing most people interested in farm markets say they like in Service-Ads is income data that helps them apportion budgets soundly; data like that which the New Jersey FARM and GARDEN presents here.



WROC-TV provides data on homes delivered in the Rochester area, broken down for buyers' convenience by total market coverage, daytime circulation, nighttime circulation . . . and for various periods: monthly, once a week and daily average.

Service-Ads in SRDS help agencies and advertisers buy space and time

SRDS Service Salesmen can help you fit your own promotion to the media-buying pattern

For eleven years *Standard Rate's* Service Salesmen have had continuous access to the field reports of interviews with people in agency and advertiser organizations who participate in the media-buying function. Each SRDS representative possesses a considerable storehouse of practical and highly useable information on the things that influence buying decisions and the kinds of information that help form decisions—whether in the preliminary, intermediate or final stages of media selection. The SRDS man who calls on you will be very happy to sit down with

Promotion Handbooks Available

Interesting and informative 54-page *Consumer Magazine Handbook* summarizes and analyzes the viewpoints, practices and needs of those who buy space in consumer magazines. This digest of hundreds of interviews with buyers of magazine space offers a revealing glimpse of the decision side of the media-buying desk in terms of what you can do to influence the people your representatives must sell.



**Business
Publication
Promotion
Handbook**

Copies of both the Business Publication and Consumer Magazine Handbooks are available at no cost to publishers and their staffs.

SRDS Standard Rate & Data Service, Inc.

The national authority serving the media-buying function

Walter E. Botthof, Publisher

1740 Ridge Avenue, Evanston, Ill. Sales Offices: Evanston, New York, Los Angeles



PERSONNEL CHANGES

Agencies

Name	Former Company and Position	New Company and Position
Edward P. Baltz	Mottl & Siteman, Los Angeles, Partner	Compton Advertising, Inc., Acct. Sup., Mktg. Dir.
Brown Bolte	Benton & Bowles, Inc., Executive V. P.	Sullivan, Stauffer, Colwell & Bayles, Inc., President
Clifford A. Botway	Ogilvy, Benson & Mather, Inc., Time Buyer	Ogilvy, Benson & Mather, Inc., Media Sup.
Stanley Cohen	Warwick & Legler, Outdoor Buying Dir.	Compton Advertising, Inc., Consultant, Outdoor
Alton B. Copeland	Batten, Barton, Durstine & Osborn, Inc., N. Y., Asst. Media Dir.	Needham, Louis & Brorby, Inc., Chicago, Asst. Media Dir.
Mrs. G. Catherine DeField	Al Paul Lefton Company, Inc., Phila., Associate Media Dir.	Al Paul Lefton Inc., Philadelphia, Media Dir.
Genevieve M. Farls	Robert Christopher, Chicago, Media and Traffic	Holtzman-Kain, Chicago, Media Dir.
Gerald Gilley	International Broadcasting Co., Vancouver, B. C. Sales Rep.	Cunningham & Walsh, San Francisco, Asst. Media Dir.
William R. Hesse	Benton & Bowles, Inc., Senior V. P.	Benton & Bowles, Inc., Executive V. P.
Ann T. Janowicz	Ogilvy, Benson & Mather, Inc., Time Buying Sup.	Ogilvy, Benson & Mather, Inc., Media Sup.
William H. Kennedy	J. Walter Thompson Co., Chicago, Media Dept.	McCann-Erickson, Inc., Chicago, Time Buying Sup.
Fay Keyler	O. S. Tyson and Company, Inc., President	O. S. Tyson and Company, Inc., Chairman
T. R. Meredith	The Griswold-Eshleman Co., Cleveland, Market Development Dir.	Batten, Barton, Durstine & Osborn, Inc., Media Sup.
William L. O'Brion	J. M. Mathes, Inc., A. E.	Batten, Barton, Durstine & Osborn, Print Media Buyer
Richard J. Puff	Mutual Broadcasting System, Advertising Promotion, Research, P. R., V. P.	Sullivan, Stauffer, Colwell & Bayles, Inc., Media Res. Dir.
John E. Rooney	Geare Marston, Inc., Philadelphia, A. E.	Erwin Wasey, Ruthrauff & Ryan, Philadelphia, Asst. Media Dir.
Irwin W. Tyson	O. S. Tyson and Company, Inc., Executive V. P.	O. S. Tyson and Company, Inc., President
Samuel B. Vitt	Doherty, Clifford, Steers & Shenfield, Inc., Time Buyer	Doherty, Clifford, Steers & Shenfield, Inc., Media Sup.
Irwin A. Vladimir	Gotham-Vladimir Advertising Inc., President	Gotham-Vladimir Advertising, Inc., Chairman
John A. Zalud	Benton & Bowles, Inc., Senior Research Analyst	Street & Finney, Inc., Res. Dir.

Advertisers

Dick Bishop	Lang, Fisher & Stashower, Mktg. Dir.	Seabrook Farms Company, Mktg. Dir.
Thomas S. Carroll	George Fry & Associates, Mktg. V. P.	Lever Brothers Company, Mktg. Services, Gen. Mgr.
Dr. Sidney Cohen	Gunther Brewing Company, Mktg. Res. Dir.	Jacob Ruppert, Research Dir.
Savery F. Coneybear	Colgate-Palmolive Company, Director of Research	Colgate-Palmolive, Dir. New Products Development
Walter Jahn	Texas Wine and Liquor Co., General Manager	Schenley Distillers Company, Mktg. Dir.
Charles A. Rheinstrom	J. Walter Thompson Company, V. P., Director	American Airlines, Exec. V. P., Sales
Media		
C. R. Devine	Reader's Digest, U. S. Sales Staff, Adv. Rep.	Reader's Digest, International Divisions, Adv. Dir.
Robert K. Moffett	Fleet Owner, Associate Editor	Fleet Owner, Managing Editor
Oliver E. Treyz	American Broadcasting Co., TV, V. P., TV Network	American Broadcasting Co., TV, President

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Deadening Hand of Regulation

On every hand advertising is threatened with the deadening hand of government regulation. The threats take several forms, but the end effect is the same: a damper on private ingenuity and free enterprise, and a triumph for egg-heads and bureaucrats.

Take the case of the recent decision by the Internal Revenue Service to the effect that income-tax write-offs would not be allowed for anti-public power advertising by privately owned utilities. Advertisements upon which the ruling was given were sponsored by America's Independent Electric Light and Power Companies, and opposed the building of the Hell's Canyon high dam on the Snake River on the Idaho-Oregon border. An indication that the project was at least debatable is the fact that it was authorized in the Senate but failed in the House of Representatives. The utilities considered that they were protecting their property rights; Senator Estes Kefauver, who complimented the Internal Revenue Service upon its stand, maintained that "the advertising is nothing but political propaganda, pure and simple."

If this ruling is upheld, it will have an adverse effect upon other advertisers. Take the railroads. The salvation of the railroads evidently consists in their being able to compete in a free economy with other carriers of freight and passengers, notably the trucking industry. They are not now able to do this on the basis of competitive rates, because of the deadening hand of Federal regulation. The roads are regulated by the 70-year-old Interstate Commerce Commission and by various laws that it administers which were enacted when the railroads were really a monopoly. There were no airlines then, no trucks. Now the railroads are far from being a monopoly, and the ICC and its supporting legislation are both archaic and serious obstacles to the survival of the railroad industry.

Can the railroads do anything by advertising to awaken the public to this situation? Not under the Internal Revenue Service ruling. It would be considered lobbying to publish advertisements on this subject, so the expense would not be deductible as a business expense. The Service and Senator Kefauver maintain that this is not curtailment of freedom of speech, but it is hard to see the

difference. The railroads are effectively prevented from setting up appropriations for this kind of advertising, most of which is run in newspapers and magazines.

A quick look reveals other attempts at regulation on many sides. Governor Harriman calls for a ban on outdoor posters on the new National System of Defense and Interstate Highways. In this he is supported by Robert Moses, head of various New York State public authorities, who has urged women to go to the White House and recruit President Eisenhower in a new war against billboards along Federally-financed highways. In another direction, the FCC is conducting hearings on the so-called Barrow report that recommends Federal regulation of TV networks to restrict a number of their current business practices. One proposal is that networks be limited to owning three very-high-frequency TV stations. The present limit is five.

The Baltimore tax case is a good example of the very serious adverse effects that can result from regulation by taxation (a very effective form of regulation) and the triumph that business and the public can win by a resolute stand for their rights and American principles. (See "Taxes on Advertising: Their Meaning to Media Buying," by Morton J. Simon in *MEDIA/SCOPE* for February.) The tax consists of a 4 per cent levy on advertisements, payable by the advertiser, and 2 per cent payable by the media. It is expected to raise \$2,650,000 for Baltimore in a year. The Mayor of Baltimore, who gave his full support to the act, says now that he has asked his legal department to prepare legislation to repeal the tax. Proposed taxes on advertising in St. Louis and in West Virginia are also reported to have been defeated, but a new threat has popped up in Canton, Ohio, where a 4 per cent tax has been proposed.

Eternal vigilance is the price of liberty in respect to economic as well as political rights. Limits on the right to advertise can grow into a creeping paralysis that drains from advertising media their lifeblood of revenue, which in turn, curtails the freedom of expression of all of us.

ROGER BARTON
Editor

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What's the best route for your advertising?

No. 1 in circulation

—Ladies' Home Journal circulation now at an all-time high—first quarter average over 5,780,000*!

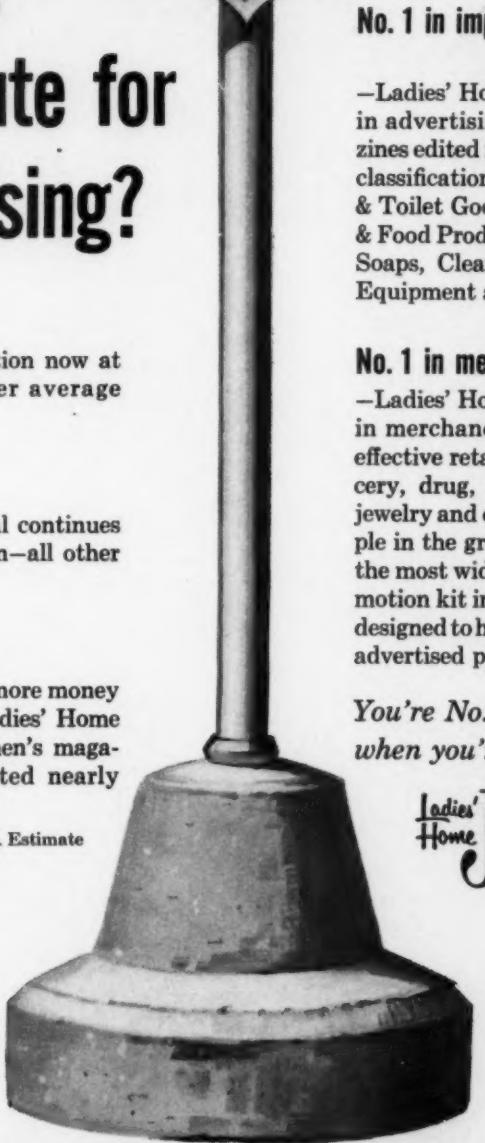
No. 1 in newsstand sales

—At the newsstands, the Journal continues to outsell—and by a wide margin—all other magazines edited for women.

No. 1 in advertising

—Advertisers continue to invest more money—and by a wide margin—in Ladies' Home Journal than in any other women's magazine. During 1957, they invested nearly \$30,000,000—an all-time high.

*Pub. Estimate



No. 1 in important

P.I.B. classifications

—Ladies' Home Journal continues to lead in advertising revenue among all magazines edited for women in important P.I.B. classifications. To name a few—Toiletries & Toilet Goods; Drugs & Remedies; Food & Food Products; Household Furnishings; Soaps, Cleansers & Polishes; Household Equipment and Supplies.

No. 1 in merchandising

—Ladies' Home Journal continues to lead in merchandising, with continuous and effective retail promotion services for grocery, drug, appliance, home-furnishings, jewelry and department stores...for example in the grocery field, the *Bell Ringer* is the most widely used advertising and promotion kit in the industry. Each service is designed to help retailers sell more Journal-advertised products!

*You're No. 1 in her mind
when you're in her No. 1 magazine*

Ladies'
Home JOURNAL

A CURTIS PUBLICATION

Persuades

The New Yorker is attuned to its readers' needs and desires. It stimulates* and persuades. This is a quality many advertisers have found valuable in promoting their products, services, and ideas.

*The New Yorker sells the people other people follow.



THE
NEW YORKER

New York, Chicago, San Francisco, Los Angeles, Atlanta, London

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